

ALESSANDRA BELLINI

Major Career Roles

Group Chief Customer Officer, Tesco plc
General Manager, Food USA & Vice President, Brand Development, Ice Cream and Tea, North America, Unilever
Vice President, Brands & Innovation, Central & Eastern Europe, Unilever
Vice President, Brand & Category Building, Italy, Unilever
President, Advertising Association
Ad Net Zero UK, Chair

Other Career Highlights

Non-Executive Director, The Real Co
Non-Executive Director, Better Nature
Non-Executive Director, Tesco Mobile
Chair, Teens Unite

Alessandra Bellini OBE is an international business leader with more than 35 years of experience building commercially successful and sustainable businesses across global retail and FMCG organisations. An Italian and British citizen who has worked across Italy, the UK, the US and Central and Eastern Europe, Alessandra held C-suite roles at Tesco plc and senior leadership positions at Unilever. She now has a portfolio career as an advisor, Non-Executive Director, executive coach and public speaker. Alessandra currently chairs Ad Net Zero UK and is a Non-Executive Director at The Real Co and Better Nature.

From 2017 to 2023, Alessandra was Group Chief Customer Officer at Tesco plc, a FTSE 100 retailer with £58bn in group sales and over 300,000 colleagues. As an ExCo member leading Tesco's Group Customer team, she oversaw the transformation of Tesco's customer proposition. She created Clubcard Prices, a first-of-its-kind approach to promotion now widely adopted across the retail industry, and launched Aldi Price Match, a combined digital subscription platform and award-winning advertising campaigns. She also served as Group Innovation Officer, as an ExCo member.

Before Tesco, Alessandra held a series of senior leadership roles at Unilever over 21 years. As VP Marketing Food North America she restructured the integrated marketing team and accelerated innovation for Knorr and Hellmann's. As VP Brand Development Refreshment North America, she turned around Unilever's $1.6bn US ice cream business, simplifying the portfolio, reshaping it through the acquisition of Talenti Gelato and consolidating manufacturing sites. Across her Unilever career, she led strategy, innovation, new product development and communication across Italy, Central and Eastern Europe and North America.

Alongside her executive career, Alessandra served as President of the Advertising Association, a Non-Executive Director at Tesco Mobile and Chair of Teens Unite, where she supported a founder transition and CEO succession. She was also Diversity and Inclusion Executive Sponsor at Tesco Group. Her earlier career was in advertising at J Walter Thompson and Lowe Lintas in Milan and London.

Alessandra Bellini brings deep cross-sector expertise in:

· Marketing Excellence and Innovation – Expertise across marketing disciplines, including digital, new product development, personalisation and loyalty, with a track record of award-winning campaigns and portfolio management across global consumer brands.

· Customer Strategy and Brand Transformation – Leading large-scale customer proposition and brand turnarounds at a FTSE 100 retailer, strengthening customer loyalty and improving retail media effectiveness.

· International Commercial Leadership – Senior profit and loss responsibility and brand leadership across retail, FMCG and advertising, including turnarounds, acquisitions and major restructurings.

· Industry Leadership, Sustainability and Inclusion – Combining commercial leadership with industry, Non-Executive and charity roles focused on responsible business, sustainable growth and inclusion.

Alessandra was awarded an OBE in the 2026 New Year Honours for services to the marketing and advertising industry and received an Honorary Fellowship from the Institute of Practitioners in Advertising in 2026. She holds certification in executive coaching and completed Harvard Business School's Leading Global Businesses programme