

Mario Alvisi
Chief Growth Officer - Electric Vehicles, Royal Enfield



With close to two decades of experience, Mario leads the entire commercial division of Royal Enfield's Electric Vehicle business including brand, product strategy, service and business development.

He comes with immense experience in the motorcycle business, and has a penchant for thinking differently and building new businesses. In his previous role, he has worked with Ducati for close to 11 years, where he was managing diverse roles including product, sales and brand. As Brand Director at Ducati, he played an instrumental role in launching the Ducati Scrambler worldwide. He innovatively led the way with branding, product strategy, communication and go-to-market strategy.

In addition, Mario worked with Alfa Romeo as Marketing Director, Abarth as Head of Global Brand and with Deix Machina as VP Sales and Marketing North America. In his last assignment, Mario was the CCO of Lift Foils. Lift created the first e-Foil electric hydrofoil surfboard in 2018, and is the global leader in the e-Foil market.

Mario has a Masters in Mechanical Engineering with an Executive MBA.