



ROBERTO LONGO

Current Position

President of Asia Pacific for Bata Shoe Organisation

Joined BATA

1976

Nationality

Italian Republic

Qualifications

Graduate, Advanced Management Program,
Wharton University, Pennsylvania, USA, 2007

College, Istituto Tecnico Commerciale
Luigi Einaudi, Padova, Italy, 1978

Special Degree "Perito Commerciale"
Luigi Einaudi, Padova, Italy, 1978

Professional Associations

Member, The Institute of Chartered Accountants of India

Member, Singapore Institute of Directors

Member, Board of Directors of Global Footwear Services
Pte. Ltd. Singapore, Bata Singapore, Bata India, China
Footwear Services, Bata Indonesia, Bata Malaysia, Bata
Thailand, Bata Sri Lanka and Bata Bangladesh.

Alumni, International Institute for Management
Development (IMD), Lausanne, Switzerland

Training

Mastering New Challenges, IMD, Lausanne, Switzerland

PROFILE

Roberto Longo is the President of Asia Pacific for Bata Shoe Organisation. His career spans 40 years with Bata Shoe Organisation and it has taken him to different continents serving the company. Longo joined the firm in 1976 at Bata Italy and was successful across many diverse areas, including Retail, Merchandising, Supply Chain, Products, Logistics, Imports, and Marketing.

In 1989, he was promoted to Managing Director of Bata Singapore. With the success of making Bata Singapore highly profitable, Longo was made Managing Director of Bata Malaysia in 1994, overseeing one of the largest and most profitable companies within the organization, managing 2 factories with over 2,000 workers, 260 stores and 500 dealers.

In 1996, he was promoted to work with the owner of the company, the late CEO Mr T.J. Bata in Toronto Canada, as Vice President Retail, developing many worldwide common initiatives, corporate campaigns, merchandising and operation training courses, and global sales incentives.

Later in 2001, he was made Group Managing Director of Bata International Group East, with overall responsibility of South East Asian countries comprising Malaysia, Singapore, Thailand, Indonesia, Australia and New Zealand, as well as South Asia, namely Pakistan and Sri Lanka. With the accomplishments and turnarounds in many of these countries, Longo was made the European President in 2005, managing the entire European business operations.

In 2008, he was made the President of Latin America, administering the entire Latin American operations, and again he was successful in building the business in many countries.

In 2010, Longo was reappointed as the European President, introducing new store concepts and creating synergies among the European operations.

Subsequently in 2013, he was made the President of Sourcing and Procurement in China. At this point, he was responsible for the Group Sourcing and Procurement activities for all products from China, for the whole organization as well as the domestic China market.

In 2015, he was made the President of Customer Service, based in Lausanne, Switzerland. Here, he spearheaded the new Bata Club, a loyalty program for Europe, enhanced the Merchandising & Store operations processes, and initiated Global Sales Incentives.

Eventually, on April, 1st 2016, Longo was made the President of Asia Pacific business, overseeing the entire business operations of Malaysia, Singapore, Thailand, Indonesia, Philippines, China, Vietnam, Australia and New Zealand.

Longo graduated with Advanced Management Program from Wharton University in Pennsylvania, USA. He further advanced with a leadership program, "Mastering New Challenges" at International Institute for Management Development in Lausanne, Switzerland.