



## GiPA Appoints Romain Gougeon as New Country Manager for Italy

**Paris, April 11th, 2025** – GiPA is pleased to announce the appointment of Romain Gougeon as Country Manager for GiPA Italy.



Romain joined GiPA in 2023 as Business Development Manager and brings with him a wealth of experience in strategy consulting, retail management and business development, particularly in the two-wheeler aftermarket. His appointment marks an important step in strengthening GiPA's footprint in Italy, one of the most strategic markets for the group in Europe.

Romain takes over from Marc Aguetaz, who successfully led GiPA Italia for 20 years. We sincerely thank Marc for his dynamic leadership, which played a key role in expanding GiPA's presence and building strong relationships across the Italian aftermarket.

His long-standing dedication has laid a solid foundation for the future.

Today, GiPA Italy's team is more consolidated than ever, composed of highly skilled professionals who bring deep market knowledge, analytical expertise, and a strong commitment to supporting our clients in an increasingly complex and fast-changing environment.

Commenting on his new role, Romain said: "I'm excited to take on this new challenge at GiPA. My objective is to innovate and continue delivering added value for key decision making to our partners, helping them navigate a market that is evolving quickly in terms of mobility, technology and customer expectations. I feel both honoured and enthusiastic to work alongside the Italian team, an experienced and passionate group of professionals fully dedicated to our clients' success".

Before joining GiPA, Romain built a solid reputation in the two-wheeler aftermarket, thanks to his key involvement in the creation and growth of Ride Up — Italy's first independent network of motorcycle repair and maintenance workshops. His deep understanding of the two-wheeler ecosystem, combined with his

entrepreneurial drive, allowed him to shape an innovative and scalable business model in a rapidly evolving market.

Romain also brings earlier experience in retail operations and in strategic consulting from roles at Capgemini Consulting and Oliver Wyman Delta. He is fluent in French, Italian and English and holds a Master's degree in Audit and Consulting from the Institut Supérieur de Gestion in Paris.

“We are thrilled to have Romain leading our Italian operations,” said Almudena Benedito, CEO of GiPA. “His deep knowledge of the local market, combined with his entrepreneurial background and client-first mindset, makes him the ideal person to guide our next phase of innovation and development in Italy.”

Italy represents a core market for GiPA, with its rich and diverse aftermarket ecosystem and a dynamic mix of independent repairers, parts distributors and OEM players. Under Romain's leadership, GiPA aims to enhance its client relationships and deliver even more tailored research, tools and strategic support.