Gucci CEO Marco Bizzarri has become the latest partner of Orienta Capital Partners. The executive has taken a stake in the Italian financial firm specialized in investments in small and medium-sized businesses "with a strong growth potential", and has also become a member of its advisory board.

"Thanks to his intuition and his experience, the team will be able to benefit from an important contribution to continue to create value for the companies in its portfolio and further catch new investment opportunities in line with our identity," explained Augusto Balestra, partner and co-founder of Orienta Capital Partners, alongside Giancarlo Galeone, Mario Gardini and Sergio Serra.

Founded in 2011, Orienta, which is active in a diverse range of sectors, from cosmetics to packaging, airports to mineral water, has signed off on a dozen investments since 2017. Last year, for example, the firm made an important investment in LMA, a Turin-based manufacturer of complex metal components for the aerospace industry.

With the addition of Bizzarri to its advisory board, Orienta has gained a manager of the highest caliber. Before taking over Gucci in 2015, the Italian CEO made his name at Bottega Veneta, another of Kering's star brands, leading its exponential growth between 2009 and 2014, when the label surpassed 1 million euros in sales. Prior to this, he had served as CEO for two years at Stella McCartney. Having begun his career as a consultant at Accenture, his other previous experience includes leadership roles at Marithé + François Girbaud, and Mandarina Duck.