



POLITECNICO  
MILANO 1863



DIPARTIMENTO DI  
SCIENZE E TECNOLOGIE  
AEROSPAZIALI



Vertical Flight  
Society



ASSOCIAZIONE ITALIANA  
DI AERONAUTICA E ASTRONAUTICA



**28.10.2022**  
**ore 12:15 - 14:15**  
**room BL27.16**

# CONFERENZA

## A helicopter is born: from vehicle to product to asset

Helicopters are fascinating assets, more so if you can look at them from different angles and perspectives. From designing to manufacturing, from marketing to selling and financing, everything needs to align perfectly to make it a real success. Emerging eVTOLs pose a new challenge and require stakeholders to think well ahead.

*Roberto Farnese*

*Vice President Commercial Milestone Aviation*



*Roberto is an aviation and air-mobility enthusiast. Passionate about flight since he has memory, he graduated from Politecnico di Milano in Aerospace Engineering in 2006 and worked for some of the major companies in the helicopter industry (Leonardo, Bell) with growing Sales and Marketing responsibilities. He currently works for Milestone Aviation, the largest lessor in the industry, as Vice President Commercial, with commercial and business development responsibilities over the company key customer accounts and the worldwide Search and Rescue market. His motto is "Altitude is directly proportional to Equality".*

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Link Webex: <https://tinyurl.com/DAER-Seminar>

Room BL27.16, Campus Bovisa, Via Lambruschini, Milano  
No specific COVID-19 limitations are in place at the moment



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