



PIETRO INCALZA APPOINTED NEW GENERAL MANAGER OF BM - BETA GROUP

With more than thirty years of experience in the electrical industry, Incalza takes over as head of the Beta Group company, succeeding Luca Pellicieri.

Sovico (MB), July 6, 2026 – BM, the Rozzano (Milan)-based company of the **Beta Group** and a leading player in the electrical equipment market for over 70 years, announces the appointment of **Pietro Incalza** as its new **General Manager**. Incalza joins the company with extensive expertise gained through **more than thirty years of experience in the electrical equipment sector** and specialist distribution.

"I am joining BM with great enthusiasm, fully aware of the exciting challenge that lies ahead," said Incalza. "I would like to thank Roberto Ciceri, Chairman and CEO of the Beta Group, for the confidence he has placed in me. I am also proud to take over from my predecessor, Luca Pellicieri, who has built an outstanding team of people driven by success. Together with them, the Beta Group and our loyal customers, I look forward to shaping the next stage of our growth."

With a background in electrical engineering, Incalza **began his career in 1990** at a multinational company in the industry. For twenty years, serving as **Channel Manager**, he contributed to the growth of **Riello UPS within the Italian electrical distribution market**.

Building on this experience, he now brings to BM - a company that designs, manufactures and distributes connection components and products for electrical installations, with **a portfolio of more than 4,000 products** across **12 product families, 2 locations in Italy** and **2 international subsidiaries** (Romania and Slovenia) - strong leadership and a strategic vision focused on business development. His appointment further strengthens the Beta Group's position in the distribution of electrical equipment for residential, commercial and industrial construction.

**For further information**

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Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists.

Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 12 branches and 250 importers thus meeting the requirements of specialists in every sector. Today, with its headquarters in Sovico (MB), Beta Group generates 254 million euros in turnover and sees the daily involvement of about 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.