



Ing. Giuseppe De Giovanni

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BRIEF PROFILE

Giuseppe is graduated as Mechanical Engineer with honors at Rome “La Sapienza” University with a II Level Master’s Degree in Energy and Environment Management, a Certificate in Fintech & Digital Strategy at INSEAD and a Certificate in Blockchain Technology at MIT.

Giuseppe’s professional background and career steps have been substantially focused on managing and leading enterprises’ “*extraordinary events*” (start up, turnaround, restructuring and development). He acquired all his key management fundamentals through his leading role in projects like:

- Manufacturing and Services Operational Start-up/Shut-down
- Corporate, Organizational and Process Re-Engineering
- Strategic Holistic Planning Development and Deployment
- Industrial & Financial Business Plan Development
- M&A Organizational Transition
- Crisis Management, Company Turnaround, Debt Restructuring
- Culture & Change Management Programs.

Giuseppe in his career served as Product Supply Director and Customer Marketing Director during 16 years’ experience in the Consumer Goods Industry (**Procter & Gamble in Italy, Germany and Portugal**), as General Manager and Marketing & Strategy Managing Director in the Automotive Industry (**Vectrix**: a US-based start-up manufacturing and selling the first top performance electric maxi-scooters), as Managing Partner in the Advisory Industry (**Think Consulting, Roimax and PMD Consulting**) and as Strategy Development Advisor in the Aeronautics Industry (**ENAV**: the State-owned Italian Air Navigation Services Provider).

Today Giuseppe is **Majority Shareholder, President and Chief Executive Officer of Gruppo Industrie Riunite srl** (M&A Incubator Turnaround, Holding of Participation), **Chief Executive Officer of EEMS Italia SpA** (listed at Italian Stock Exchange, MTA segment), **Chief Executive Officer of Finitrust srl** (multi-layer fintech).

Giuseppe is Member of the Scientific Committee of Assofintech, Member of Banking & Finance Technical Committee in ABIE (Associazione Blockchain Imprese ed Enti), Member of Crypto Valley Association (Zug, Switzerland), Member of NeD-Community (Non-Executive Independent Directors Association).

Giuseppe is former Lead Independent Director and President of Internal Control and Risks Committee of EEMS Italia SpA and Founding Member and Board of Director Member of AMPIT (Association of the Italian Professional Managers).

Giuseppe has a proven professional track record, a strong willingness to learn “new things”, he is naturally inclined towards challenges and complex work environment, a leadership profile, team working attitude, a communication ability across different kind of environment.

Giuseppe is a lecturer on Corporate Governance, Business Management and Crisis Resolution/Debt Restructuring programs.

EDUCATION

2021	INSEAD: Fintech & Digital Strategy
2010	MIT: Blockchain Technology: Business Innovation and Application
2003 – 2004	University of Bologna: School in Aviation Management
1977 – 1983	Master (Level II) “Energy & Environment Management” University of Rome
Languages	Mechanical Engineering, University of Rome (110/110 with Honours) Italian, English, Portuguese

BUSINESS EXPERIENCES

JULY 2021 – PRESENT	FININTRUST SRL
<u>Chief Executive Officer</u> Finintrust is a startup multi-layer fintech company focused on Energy sector.	
JUNE 2020 – PRESENT	EEMS ITALIA SpA
<u>Chief Executive Officer</u> EEMS Italia SpA (Gala Group) is listed at Italian Stock Exchange in the MTA segment	
JULY 2019 – PRESENT	GRUPPO INDUSTRIE RIUNITE srl
<u>President & Chief Executive Officer</u> Gruppo Industrie Riunite SpA is active in the M&A and Turnaround Operations and operates as Industrial and Financial Incubator for SME, aiming to develop the for IPO or Secondary Placement.	
OCT 2018 – MAY 2020	ONE POWER & GAS srl
<u>Chief Executive Officer</u> One Power & Gas is a Trading Reseller of Energy and Gas.	
MAY 2017 – DEC. 2020	INNOCENTI ITALIA srl
<u>Chief Executive Officer</u> Innocenti Italia is a manufacturer of electric vehicles (quadricycles).	
OCT. 2013 – MAY 2016	PMD – PLANNING MANAGEMENT DEVELOPMENT
<u>Founding Partner</u> Industrial and Financial Advisory Firm specialized on Extra-Ordinary Business and Special Situations (i.e. Corporate & Business Turnaround, Debt Restructuring and Performance Monitoring, High level Temporary Management, etc.)	
JULY 2012 – OCT. 2013	WIDAR ADVISORY, STRATEGY & ORGANIZATION ENGINEERING
<u>Chief Executive Officer</u> A Management Consulting firm focused on Strategy Development and Organization Capability Engineering.	
JULY 2012 – SEP. 2020	SOS.BIZ, STRATEGIC ORGANIZATION SOLUTIONS
<u>President & Founder</u> Strategic Advisory for Start Up, Turnaround, Debt Restructuring and Business Development (Corporate Genome approach)	
DEC. 2009 – NOV. 2011	ENAV SPA, ITALIAN AIR NAVIGATION SERVICES PROVIDER
<u>Strategy Development Director, Assistant to CEO for the Strategy Program</u> Developed the Corporate Strategy Plan to restructure the State-owned company with focus on structural cost reduction, international expansion and Change/Cultural Program to develop new managerial skills and competencies.	
JAN. 2005 – DEC. 2008	VECTRIX EUROPE, ELECTRIC MOTORCYCLE START UP
<u>General Manager & Chief Operating Officer, Member of the Board (Jan.'07 - Dec.'08)</u> Responsible for all European Operations (Marketing, Technical, Corporate Affairs) and Retail Sales in Rome (largest worldwide bikes' market) where I opened 2 Signature Shops and a Technical Assistance Centre for all After Sales activities. Structured and consolidated the organization and relevant work processes after a successful initial public offering on London Stock Exchange AIM Market.	

Director Corporate Affairs and Business Development (Jan.'05 - Dec.'06)

Responsible for the start-up and Business Development (Strategy, Financial Analysis, Dealership/Distribution, Launch Plans) and Corporate Affairs (PR, Institutions and Press) for the Italian subsidiary of micro-cap multinational vertically integrated electric motorcycle manufacturer. Organized the first International Dealers Convention in Monte Carlo and the International Bike Exhibition in Milan where the product was officially launched. Organized and implemented the whole Government/Municipal Offices Road Show to introduce the product for the public administration. Developed the organizational structure for the Italian subsidiary and trained the people on key managerial skills and business planning techniques.

NOV. 2000 – DEC. 2002

THINK CONSULTING, STRATEGIC CONSULTING

Managing & Founding Partner

Started up own Strategy Consulting Firm. Implemented projects for Parmalat, Barilla, Pininfarina, Luxottica and Coca Cola in the field of: (i) Repositioning of existing Brands and Brand Equity Development, (ii) formulation of new brands from Concept/Idea Development to Commercial and Operational set up, (iii) Supply Chain and Organization rationalization.

OCT. 1984 – OCT. 2000

PROCTER & GAMBLE (ITALY, GERMANY, PORTUGAL)

Dec.'98 - Oct.'00 Director, Customer Marketing & Sales Innovation, P&G Italy

Responsible for leading the Strategic "Win-in-the-Market" program within the Commercial Department for the Corporate Italian Business. The position included responsibility for all Innovation Programs related to Efficient Consumer Response (ECR), both Supply and Demand Side. The specific focus was on Customer/Shopper Marketing Innovation and the primary objective was to lead all Commercial Strategies internally and develop new ways to "go-to-market" in a holistic manner, i.e. integrating all consumer value pillars from (i) Supply Side (Logistics Efficiency Practices and Order Management Transactions via EDI) to (ii) Demand Side (focusing on Category Management, Shopper Research, Co-Marketing and Consumer Direct/E-Commerce).

Feb.'98 – Nov.'98 Director, Logistics & Corporate Customer Service, P&G Southern Europe

Responsible for Logistics and Corporate Customer Service of the Southern European Regional Business (Italy, Spain, Portugal), Regional Geographic "cluster" with approximately \$2,000MM turn over. Member of the European Customer Service Lead Team responsible for a "pilot" project to implement the *Integrated Working Site (IWS)* in region (an advanced organization model leading to High Performance).

Sep.'96 – Jan.'98 Director, Logistics & Customer Service, Management Committee Member P&G Italy

Responsible for Logistics and Corporate Customer Service of the Italian subsidiary of P&G. Position covered the entire Supply Chain of P&G Italy. Responsible for the Logistics, Supply Planning, Total Order Management and all Customer Financial Transaction flows for the following "Corporate" businesses: (i) Detergents (Laundry & Cleaning), (ii) Health & Beauty Care, (iii) Tissue & Towel, (iv) Colour & Cosmetics, (v) Fragrances and (vi) Pharmaceuticals, with turn-over of approximately \$1,300MM. Managed budget administrative budget of \$10,000M and Distribution and Logistics budget of \$50,000M.

Jan.'94 – Aug.'96 Corporate Business Planning Manager, P&G Germany

Responsible for Corporate Business Planning of Procter & Gamble Germany. Responsible for following business sectors: (i) Laundry & Cleaning, (ii) Paper, (iii) Health Care, (iv) Beauty Care, (v) Tissue/Towel & Cottons and (vi) Medical Hygiene. Corporate P&G Germany GmbH turn over was about 4,000m\$. German Health & Beauty Care business alone represented approximately 50% of total European (P&G) volume and 40% of total profit. Business served 6 distinct Trade Channels (Food & Drug, Pharmacies, Dentists, Electrical Appliances, Throat Drops and Institutions/Hospitals) with 80,000 active customers for an average of 47,000 sales orders per month. Supervised 16 Managers and 17 Administrative Clerks and managed budget of approximately 5,000,000\$. Member of the Euro-Leadership Team for MRP-II implementation.

Dec.'89 – Dec.'93 Plant Director and Customer Service Manager, P&G Portugal

Responsible for the manufacturing operations of a newly acquired company (Neoblanc), located in Porto. Started up a new process/equipment with Zero defects in Bleach and become lowest cost producer in Europe better than Italy plant, a key benchmark. This helped the brand go National and achieve leadership share and profits better than main competitor, Colgate's brand. Helped build a P&G quality organization in manufacturing in Porto and Customer Service in Lisbon. Managed all engineering capital investments to

improve the products (better performance and packaging) and tripling the production capacity. Created the Customer Service Function and the Logistics Distribution System. Achieved significant results on all Customer Service Fundamentals: a) *Trade Receivables*: from 120 days to 50 days, b) *Finished Product Inventory*: reduction from 130 to 50 days, c) *Logistics costs*: 30% cost reduction, d) *Perfect Orders (complete, on time, billed correctly)*: from 70% to 90%.

Specifically:

Nov.'92 – Dec.'93: Materials Manager & Customer Service Manager, P&G Portugal

Materials Management & Customer Service Manager responsible for "Laundry & Cleaning" and "Health & Beauty Care" divisions with Turn-Over of approximately \$60MM. Achieved the following significant results: a) *Trade Receivables*: from 120 days to 50 days (generating out of pocket savings of \$1.4MM); b) *Finished Product Inventory*: reduction of \$1.7MM (-30%), from 130 to 50 days (-58%); c) *Logistics costs*: \$1.5MM cost reduction (-30%) for all Corporate Business; d) *Customer Service*: Perfect Orders improvement (complete, on time, billed correctly) from 70% to 90%.

Apr.'92 – Oct.'92: Manufacturing & Distribution Operations Manager, P&G Portugal

Responsible for the local production (bleach) and Total Logistics. Implemented Just In Time system thereby reducing the local Finished Product Inventory by 35 days (from 40 to 5 days) and optimized the Logistic Lay-Out of the national distribution pattern by centralizing Warehousing and Delivering operations in one Shipping Point. Managed a redundancy plan with a headcount reduction of 20 people equivalent to 24% of the total plant work force.

Dec.'89 – Mar.'92: Plant Manager, P&G Portugal

Responsible for the manufacturing operations of a plant located in Oporto-Portugal. Managed the acquisition and integration process of a factory (130 employees) purchased by Procter & Gamble. Created the Distribution & Stock Management department, coordinating systems and procedures to import Finished Product from other International P&G sourcing plants. Managed directly the capital investments (about \$6MM) to improve the products (better performance and packaging) and tripling the production capacity.

Jul.'89 - Nov.'89 Warehouse Department Manager (P&G Italy)

Responsible for Finished Product WHSE/Distribution

Jan.'89 - Jun.'89 Soap Making Department Manager (P&G Italy)

Implemented the Shut-Down of the soap production unit, as part of the European Sourcing Plan, in a record time of 6 months without any finished product out-of-stock. All Soap Department technicians were trained and converted to other production facilities tasks.

May '88 - Dec.'88 Project Engineer (P&G Germany)

Organized and implemented a specific training program for the Italian technicians to complete the production start-up activities and become "self-sufficient" (at the beginning the Italian production was under a German Team Supervision).

Oct.'87 - Apr.'88 Production Department Manager (P&G Italy)

Responsible for the Pampers diaper production department (90 people). Implemented the "High Speed Production Program" and the Technical Training for all Technicians. This led to 35% lower defect rate and faster line set up after maintenance and diaper size change over.

Apr.'87 - Sep.'87 Production Team Manager (P&G Italy)

Responsible for a production team (25 technicians) in the diaper production department.

Jul.'85 - Mar.'87 Storeroom Manager (P&G Italy)

Responsible for the Spare Parts Storeroom start-up and the relevant logistics organization (about 7,000 items worth about 5 \$MM). Restructured the Spare Parts procurement and Diapers Size Change Parts: this led to a production shut-down time reduction of 40% due to parts availability and change over procedures.

Oct.'84 - Jun.'85 Technical Services Engineer (P&G Italy)

Joined Procter & Gamble Italy in the Manufacturing department (Pomezia/Rome Plant) as "Responsible for Technical Services".