



PERSONAL DATA

Adress:	Via Mellerio 6	- 20123 Milano
Telephone	mobile	+ 39 335 1034854
Date & place of birth	02/12/1952	Milan
Marital status	Married	
Nationality	Italian	
Foreign languages:	English	Good
	German	Good
	French	Good

EDUCATIONAL QUALIFICATIONS:

- 1972 Classical High School and F.Morosini Naval College Venice
- 1979 Degree in Business Administration at Bocconi University

WORK EXPERIENCE

1980 - 1982

UNILEVER SPA Milan

Anglo-Dutch multinational company, owner of many of the most popular brands in different markets such as food, beverages, hygiene and household products

Assistant Product Manager -

Division Lever (Non Food):Product Manager: Bio Presto and Svelto

1982 - 1985

BAYER SPA Milan

German pharmaceutical company consisting of 300 companies operating in more than 150 countries in 5 continents. The Group has a structure based on three independent companies which cover the main areas of activity - Bayer HealthCare (health), Bayer CropScience (nutrition) and Bayer MaterialScience (innovatory materials).

Project Leader -

Consumer products division

A large, stylized handwritten signature in black ink, appearing to be 'G.P.' with a flourish.

Guido Pianaroli

Responsible for the creation, development and launch of Baysan (disinfectant-detergent) with the support of three consultants in advertising, market research and strategic development. In the eight months after the launch Baysan reached a market share of 3.4%.
Reporting to Division Director .

1985 - 1990

SEAGRAM Milan-London

The Seagram Company Ltd. was the largest alcohol beverage company in the world, founded in Canada and based in NYC No longer independent, since 1991 Seagram was acquired by industrial companies such as PepsiCo, Diageo and Pernod Ricard.

SEAGRAM EUROPE London

1985 - 1986

Marketing Manager

Head of marketing and sales for Europe for: Sandemann, GlenGrant, The Glenlivet and Mumm Champagne.

SEAGRAM ITALY Milan

1987 - 1989

Marketing Director

Division 2 (Glenlivet, Glen Grant, Mumm, Perrier Jouet, CVMaschio). Actively participated in the acquisition of Landy Freres and its integration into Seagram Italy.

Dealt with various customers in GDD and GDO: Esselunga, GS, Standa, A & O. Managed a turnover of 125 billion lire and an organisation of 11 people.

Coordinated 2 Group Product Managers, 4 Product Managers, 3 Assistant Product Managers and 2 secretaries.

Reporting to the General Manager.

1989 - 1990

Business Unit Manager for Division 2

1990 - 1997

ESTEE LAUDER SRL

Milan

American multinational for the distribution of cosmetics and beauty products. Approximately 28,500 employees and a turnover of 7 billion dollars.

General Division Manager for the Italian branch with responsibility for brand management for Italy with a structure of 80 people and a turnover of 70 billion lire.

Managed the Sales Director, Marketing Director, Training Manager and Sales Controller.

Major achievements:



- Tot Market 36.4%
 - Turnover 95.6%
 - MOL 30.2%
 - Mkt share from 3.2% to 4.6%
- Reporting to the CEO in Italy and the Worldwide Division Director in the USA.

1997 - 2002.

GUERLAIN SPA (LVMH) Milan

Perfumes company founded in Paris in 1828. In 1994 it was acquired by LVMH. Turnover of 50 billion lire and an organisational structure made up of 70 persons.

Chief Executive Officer of the Italian branch of Guerlain
The branch had a warehouse with an organisational structure of 8 people, and was later absorbed into the group as a Division.

Major achievements:

- Tot Market 13%
- Turnover 15%

Operating margin from negative to positive

2002 - 2015

FERRARI GROUP -Flli Lunelli

3 companies: Ferrari (sparkling wines), Surgiva (mineral water distributed through catering and bars) and Segnana (grappa).

Chief Executive Officer and General Manager

Answering to the owners (Lunelli Family) Main activities

- Restructuring of the internal organisation in line with the guidelines of the property
- Increase in sales with optimisation of production efficiency
- Defining strategies for the development of companies and investment plans

Responsible for a turnover of € 130 million and an organisational structure of 158 people and 190 agents.

Board Member

- **Managing director and General Manager, responsible for:**
 - Sales Management
 - Marketing
 - 3 Production Departments
 - Managements of Administration, Finance, Control and Human Resources
 - Agricultural sector



2016 - today

Moncler spa

Board member and Control, Risks and sustainability committee member

2016 – set 2023

Domini Castellare di Castellina

Group of 4 wineries: Castellare (Siena) Rocca di Frassinello (Maremma Toscana) Feudi del Pisciotto (Caltagirone-Sicily) Gurra di Mare (Porto Palo- Sicily)

Managing director and General Manager,

