

First Name Gianfranco
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Date of Birth 05-07-1954
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Education : H.B.S.(Netherlands)
: Hogere Hotel Vakschool(Netherlands) study direction; Management
: Vrye Universiteit Amsterdam(Evening course); Economy
: During Electrolux period; Master in Marketing (EMDEA CH)

Languages : Dutch-English-German-Italian; good upto very good
: French; good

Married Ghiotto Vincenzina

Children Laura and Marco

Personal Interests ; Cycling-Running-Music-Charity organization

WORK EXPERIENCE

A) Name of the Company ALITALIA AND KLM

Nature of the Business	Cargo and Passenger Transport
Location	Amsterdam, Schiphol Airport and Brussels Airport
Title	Cargo and Passenger Sales Manager Benelux
Reporting to;	General Manager Benelux
Date joined/Date left	1977/01.....1980/06
Role Description	Develop/Increase the outbound-inbound of airfreight/passengers from Benelux via Italian airports,operating with joined aircrafts (passengers-cargo) of the Alitalia and KLM fleet.

B) Name of the Company Zanussi spa(Europe)

Nature of the Business	Household Appliances
Location	Pordenone(I) and Nurnberg(D)
Title	Assistant Key account Quelle and Aeg
Reporting to;	Key account manager Quelle/Aeg
Date joined/Date left	1980/06-1982/06
Role description	Develop and implement a complete package of services(logistic-aftersales-training) and productoffer for the biggest mail order Company in Europe.
Role description	Develop the Aeg private label business for the German customer on European level.

Both businesses represented 20% of the total household appliances Turnover of Zanussi spa-Europe.

C) Name of the Company	Electrolux(Europe)
Nature of the Business	Household Appliances
Location	Pordenone(I) and Pfullendorf(D)

Title Area Manager and Key Account Manager Built In Alno

Reporting to Commercial Manager Europe

Date joined/left 1982/06 1986/06

Role Description As Area Manager for D-NL-B-A full profit and loss responsibility in said countries and assure that the agreed actions/budgets/targets with the European Commercial Manager, were executed and reached.

As Key Account Manager for Alno, develop a "new" (profitable) segment in the whitegoods sector of the Electrolux group.

Both businesses represented 25% of the total Electrolux turnover in Europe.

D) Name of the Company Electrolux (Europe)

Nature of the Business Household Appliances

Location Brussels(B) and Pordenone(I)

Title European Product Manager Built-In and Key Account Manager Built-In

Reporting to Commercial and Marketing Manager Europe

Date joined/left 1986/06 1990/06

Role Description As European Product Manager the task was to create and to execute an product generation plan on European level with all related product/communications investments to be approved by the Electrolux board.

As Key Account Manager, to develop the built-in business on European level, with direct P&L responsibility of the following customers(which represented 23% of the total European Business); Alno-Ikea-Wickes.

E) Name of the Company Electrolux

Nature of the Business Household Appliances

Location Brussels(B) and Pordenone(I)
Title Senior Vice President Kitchen Business Europe
Reporting to C.E.O. Electrolux Europe
Date joined/left 1990/06 2005/08
Role Description Full P&L responsibility for the European kitchen business(the kitchen business at the beginning represented 35% of the total European business and 45% of the profit....at the end it represented 55% of the European business and 92% of the European profit NetSales 2.5 billion Euro Ebit 10%

To create and implement an European (country by country) commercial network.

To create and implement an European product generation plan with all related communication plans country by country.

To steer directly the European r&d teams(330 people)

F) Name of the Company; Electrolux Europe/Asia and Electrolux Zanussi Italia Spa

Location Pordenone(I) and Brussels(B)

Title General Manager Italy and Senior Vice President Kitchen Development Europe and Asia Pacific.

Reporting to C.E.O. Europe and C.E.O. Asia Pacific

Date joined/left 2005/09 2011/12

Role Description As General Manager Italy I had full P&L. responsibility and the main task (obtained with success), was to restructure the complete network(and costs)

million euro

and to increase profitable market shares and profit. Turnover 414

As Senior Vice President in addition to the responsibilities described in point E the additional task was to create a commercial network in the fast growing countries in the far east.

G) TODAY

..... Consultant : 2011-now

..... Representative of Kenya at the round Table Veneto ;Jan 2020-now

.....Representative County of Nyeri round Table Veneto ; Nov 2018-now

.....Vice President Goalsmileonlus ; 2019-now

.....Board Member Enerex : 2018-now

.....Amministratore Unico Farmacia Comunale

Concordia Sagittaria : 2017-now