

CURRICULUM VITAE

PERSONAL

Piergiorgio Borgogelli

EDUCATION

1985 Graduated with degree in Business Administration from L. Bocconi University, Milan

2008 Advanced Management Programme, INSEAD, Fontainebleau

FOREIGN LANGUAGES

English: fluent

French and Spanish: basic

PROFESSIONAL EXPERIENCE

2019

Parcam s.r.l.

Chamber of Commerce of Milan, Monza Brianza & Lodi, Holding Company that supports jointly with Smart City Association (run by Municipality of Milan and Milan Chamber of Commerce) the development and the awareness of City of Milan Brand Equity throughout the world.

Managing Director

Reporting to Chairman of the Board of Directors

2016 – nov. 2018

ICE – Italian Trade Agency (ITA)

Italian Government Trade Promotion Organization (TPO) that supports the SME's business development abroad and promotes foreign direct investment attraction with 64 branches all over the world.

CEO and Managing Director

Reporting to ITA Board of Directors and Minister of Economic Development, supervise and manage the overall organization (64 branches and more than 850 staff) and promotion investment portfolio budget for around 180 million € as yearly average.

Performed full organization restructuring through by cost performance effectiveness (- 3,5% over last 2 years), service revenues boost (+30% increase over last 2 years and up to 6% service revenues incidence over total revenues), process reengineering and strong customer service reputation increase.

As a reference of general outcome, Made in Italy export exceeded 448 billion € record (+ 7,4% yoy) within 2017 and achieved further 3,5% growth rate yoy within current year.

2013 – 2016

**Expo 2015 S.p.A.
(seconded from**

Official State Company in charge for planning, engineering, construction and managing organization of 2015 Milan Expo Event

TI.I.T.) **Operations Division**
Supply Chain and Technologies Director, Deputy Operations General Manager

Reporting to Division Managing Director, engineer, supervise and manage overall goods logistic flows through the Event Site, visitor mobility and transportation, waste and cleaning and Event Site Services. Fully accountable for cost management and setting service level agreements. Furthermore in charge of putting in place innovation processes for the Event Participants (Official, not Official, Sponsors, Vendors and Retail Food Partners) through by digital channel and application implementation.

2012 - 2013

TelecomItalia
Information
Technology (TI.I.T.)

IT Shared Service Center for BSS, OSS, digital and ERP Telecom-Tim application and solution development and management

Senior Executive VP and A.D.M. Director

Reporting to Group C.I.O. as Application Development and Management (A.D.M.) Director, fully accountable for overall application life cycle management (engineering, development, testing, releasing, management and integration) from a time to market, quality e cost perspective. Strongly involved in cost reduction program and application quality improvement through by vendor consolidation and management. Applications were including: CRM, Sales Force Automation, Billing-Rating, Web portals and digital channels, Data Warehouses, Operational Support systems (O.S.S.), Network management systems, E.R.P. systems. Related to Consumer and Business landscape, by providing both wired, wireless and convergent services.

2005 - 2012

Telecom Italia S.p.A.

ICT Italian company both for wireline and wireless services

2009 – B.U. Domestic Market Consumer
Senior Executive V.P Service & Process Creation

Reporting to Consumer Market Chief Operating Officer supervise and manage time and quality to market and service improvement processes and related capital allocation and expenditures regarding fixed, mobile and convergent services for consumer customers (around 1,3 billion € in 2009).

Main focus on:

- Alice Mobile Broadband
- Alice home Tv
- Alice home data kit
- Alice Casa – Home IP solution
- Tim premia
- Tutto senza limiti
- Over the Top services

2007 – B.U. Domestic Fixed Services (DFS)
Senior Executive V.P. Service & Process Creation

Reporting to DFS Chief Operating Officer supervise and manage time to market processes and targets cross departmental units (Marketing, Sales, Customer Care, Field Service Operations, Network & IT).

Control overall Service Creation Capex budget & spending and business plan approval around 1,5 € billion.

Specific focus on Project Management of Strategic Initiatives like:

- Ip Tv
- Instant Messaging
- NGN 2
- Voip Services
- Ip centrex & ip pbx

2006 – One Company

Senior Executive V.P. Service Creation Management

Reporting to Group Company Chief Marketing Officer supervised and led time to market launch of new convergent, fixed and mobile services like:

- Ip Tv
- Dvbh (mobile tv)
- Uma (unlicensed mobile access)
- Hsdpa (high speed downlink packet access)

2005 – Domestic Wireline

Senior Executive V.P. IT Management

Reporting to Group Company CEO supervised and managed it strategic planning and service creation process related to BSS and OSS budget.

2002 – 2004

**Telecom Italia –
IT Telecom S.p.A**

IT Shared Service Center for BSS, OSS and ERP Wireline application and solution development and management

2004 – Director OSS e VAS Applications & Solutions

Reporting to Company Chief Operating Officer led and managed engineering and development processes of Operational Support Systems and VAS solutions with related capex budget around 120 € millions with 600 head count staff.

2002-2004 – Director Operational Planning & Client Management

Reporting to Company Chief Operating Officer managed the deployment of it projects operational planning, the IT wireline strategic plan and related capex budget for service creation around yearly 50 € millions.

1999 – 2002

**Fila Holding
(HdP Group)**

Group of operating companies within sport footwear and apparel industry listed in NYSE with an annual turnover of around 1 € billion.

Senior Executive Vice President, Global Operations

Reporting to Group Company CEO

Managed on a Worldwide basis overall supply chain performance related to Planning, Logistics, Factory and Finished Product Sourcing, Textile Purchasing, Transportation, Quality deployment and Working Capital Management through by a staff of around 300 professionals located in Italy, USA, Hong Kong, South Korea, Taiwan and Indonesia.

Supervised all IT and Innovation investment planning.

Major Achievements:

Led a cost downsizing program by decreasing SGA/revenue incidence of around 400 basis points over 2,5 years amounting to 85 € millions;

Reduced number of Suppliers from 300 in 1998 to 120 in 2001 with a FOB price CAGR of (2,5%);

Replaced overall logistics and transportation service providers to USA and Europe Inbound Destinations with average Price reductions of 10%;

Boosted On time delivery service over 3 years (6 major seasons) up to 86% from 70% (spring/summer '00 as a baseline);

Achieved a defect product rate of 0,05% over delivered products;

Outsourced major distribution facilities (USA and Europe) to 3rd Party Logistic

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Service Providers with a CPU avg reduction of 15%.

1988- 1999

**Ernst &
Young Consultants**

Italian Management Consulting Practice of US Multinational Audit and Consulting Company

Partner (from 1996)

Reporting to Practice Managing Partner, Led Supply Chain Practice as a key member of Worldwide Supply Chain Team.

Managed Practice and Sales development of Consumer Goods Industry with up to a 12 € annual millions revenue turnover by serving Key Accounts like: Electrolux Zanussi, Barilla, Danone-Galbani, Benckiser, Kraft-Philip Morris, Coca Cola and other Accounts like Fiat Automotive, Ferrari Automotive, Iveco, Infostrada, Ericsson, Rizzoli, Eni and Generali Insurance Company.

1985-1988

**Fininvest Group
Broadcasting
Division**

TV Broadcasting Companies of Multimedia Group (now Mediaset)

**1987-1988 Videonews S.p.A.
Controller**

Reporting to Company CEO, run Control Management Unit with supervision of company and tv programmes budget planning and control

**1985-1987 Videoimpianti S.p.A.
"Junior" controller**

Supervised and controlled broadcasting costs.

1985
3M Italia

Italian Manufacturing Company of US Worldwide Chemical Company

"Stage" in Manufacturing Control Department.

Milano, March 2021

Piergiorgio Borgogelli

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Milano, March 2021

Piergiorgio Borgogelli