

BARBARA POGGIALI

Expert in change and growth management, uniquely skilled in implementing digital transformation and innovation programs in legacy contexts; strong international background and corporate M&A; diversity advocate; angel investor. C-level Executive experience in 10bn € corporations in Tech, Cybersecurity, Financial Services and Fintech, Telecommunications, Media; CEO of a public internet company.

Independent non executive director (NED) roles in private and in publicly traded companies, some with concentrated ownership: experience in IPO's, tender offers and delisting.

Director/advisor in tech startups.

PROFESSIONAL EXPERIENCE AND SKILLS

Digital and Cyber

- Developed cybertraining solutions and managed cybersecurity services for enterprises
- Delivered integrated end to end security solutions for mission critical applications to government
- Launched digital transformation program across Poste Italiane with new integrated apps and phigital customer journeys
- Launched SPID- PosteID
- Led investment in cryptocurrency asset

Innovation and Strategy

- Developed and implemented growth and M&A strategy at major publisher
- Refocussed core business and disposed of non core assets
- Deal-flow management
- Founder angel investor network

Leadership and people

- Managing Director Cybersecurity Division Leonardo, 1800 employees
- Chairperson of Postemobile
- Chief Executive Officer and General Manager of DADA SpA: (publicly listed company, 600 employees)
- Advisor on organizational change (towards a platform organization, startup growth)
- Succession planning in multiple contexts
- Career development at University

Boards and Governance

- 10+ experience as Non executive Director in public companies
- Chairperson Remuneration committee
- Member of multiple board committees
- Board member in companies with concentrated ownership undergoing generational change
- Chairperson of numerous private companies

International

- Educated in the UK and in the USA, B.S., M.S. Ph.D. MIT
- Managed clients and employees in UK, NATO, Middle East
- Grew domains and hosting business across Europe and digital entertainment business including JV with Sony Music (USA)
- Pursued growth opportunities for publishing businesses in Spain (through Unidad Editorial) and France
- Supervision of mobile operations across 21 different geographies in international telco
- Supervision of German subsidiary Hansenet

EXECUTIVE ROLES

2019-2020 – LEONARDO SpA, Italy, UK, **Managing Director Cybersecurity Division**

2014-2017 – POSTE ITALIANE, Italy, **Head of Strategic Marketing, Chairperson of Postemobile**

2013-2014 – LUISS University, Italy **Executive Vice President and Board Member**

2011-2013 – EARLYBIRD VENTURES **Partner**

2004-2011 – RCS MEDIAGROUP, Italy

2009-2011 **Chief Executive Officer and General Manager of DADA SpA:** (public company)

2004-2009 **Chief Development Officer**

2003-2004 – CABLE AND WIRELESS, PLC. U.K. **Group Director, Mobile**

2002-2003 – TELECOM ITALIA, SPA. Italy **Staff of the Chairman**

2000-2002 – E.BISCOM, SPA. (now Fastweb) Italy, Germany **Chief Operating Officer**

1995-2000 – VODAFONE/OMNITEL, Italy **Head of North West Region, Head of Consumer Division, Head of Strategy and Development**

1989-1995 – Bain & Co. Milano

1987-1989 – McKinsey & Co. Milano

CURRENT BOARD DIRECTORSHIPS

since 2022 Fondo Italiano di Investimento – Chairperson

since 2022 Fideuram Asset Management SGR - Independent Director, Member Remuneration and Nomination Committee

since 2022 Epta SpA – Independent Director, Chairperson Remuneration and Nomination Committee

since 2021 Impresa Pizzarotti & C. – Independent Director

since 2021 Business Integration Partners SpA. – Independent Director, Risk Committee

since 2020 My Air Inc. (medical device startup) – Board member and Angel Investor

PAST BOARD DIRECTORSHIPS

2014-2022 Universita' Bocconi – Non exec independent Director

2018-2022 Banca Farmafactoring Group – (Specialty Bank, Market cap 1.4 B€) – Independent Director, Chairman Remuneration committee, member Nomination committee

2013-2021 ASTM Autostrade Torino-Milano (Highway operation and construction Northern Italy, Market cap >2.6B€) – Independent Director, previously member Audit committee and Remuneration committee, member Sustainability committee

2018-2021 Elica (world's leading manufacturer of cooker hoods for household use, Market cap >200M€) Independent Director, member Remuneration and Nomination committee

2018-2020 Fabrick SpA – Independent Director

2012-2020 Falck Renewables (Renewable energy, UK, Italy, other European countries, Market cap >2.5B€) - Independent Director, member Audit Committee and HR Committee

2013-2018 Snaitech - Independent Director, member Remuneration Committee

2016-2017 BancoPosta Fondi SGR – Board member

2016-2017 Valore D – Board member

2014-2017 PosteMobile – Chairman of the Board

2014-2017 SIA (ICT for financial institutions) – Non exec independent Director

2014-2015 Ansaldo STS (technology company engaged in railway and underground transportation worldwide, Market cap >1.5B€) - Independent Director, member Audit Committee

2013-2017 Fondazione Museo della Scienza e della Tecnologia Leonardo da Vinci (Museum Foundation) – Non exec independent Director

2013-2016 Beintoo (now Cuebiq, venture backed mobile engagement provider USA, Italy, China) - Director

2013-2014 LUISS Libera Università Guido Carli (private Italian university) – Executive Vice President, Executive Committee Member

Prior to 2013 Board member in numerous telco and media companies such as **Unidad Editorial (Spain)**, **Dada Entertainment (USA)**, **RaiSat (Italy)**, **Cable and Wireless Panama (Panama)**

EDUCATION

Massachusetts Institute of Technology (MIT), Cambridge, Massachusetts, USA

1987 Doctor of Philosophy (PhD) - Sloan School of Management & Materials Engineering

1985 Master of Science (MS) - Materials Engineering

1984 Bachelor of Science (BS) - Materials Science & Engineering

2017 “CEO School”: attended year long course sponsored by Valore D, Borsa Italiana

2012 “In the Boardroom”: attended year long course, organized by Valore D/GE Capital

LANGUAGES

English, Italian: fluent; French: excellent; Spanish: good

OTHER

Klecha & Co. Senior Advisor

Bain Senior Advisor

Angels 4 Women: Board member

Women Corporate Directors (WCD): member

NED Community: member

MIT Educational Council: interviewer for admissions of undergraduates, regional chair of Educational Council

Awards: Merito e Talento 2018, Tecnovisionarie 2009, Firenze Donna 2002