

MICHELE SCANNAVINI – BIOGRAPHY

Born in Italy, Leaving in Milano, married with two kids

2019 – todate FSI (Private Equity) – INDUSTRIAL PARTNER

2019 – todate E-NOVIA (holding of deep tech start-ups) – CHAIRMAN and INVESTOR

2019 – todate INTERCOS – BOARD MEMBER

2019 – todate SAVE THE CHILDREN (NGO) – BOARD MEMBER

2018 – todate LUMSON(cosmetic packaging) – BOARD MEMBER

2016 – 2018 ITALIAN TRADE AGENCY - CHAIRMAN

ITA is the government organization which Made in Italy in the world, to help Small/medium enterprises to grow in the international markets and to attract foreign investment to Italy.

2015-2018 Board Director and Business Advisor Tod's (fashion)

2002-2014 COTY

Global top player in the cosmetic industry; \$4.7bn revenues, 16% EBITDA
Leader in perfume, strong position in color cosmetic and skin care.

2012-2014 COTY CEO (New York)

Key achievements:

- IPO at NYSE in 2013
- Changed the organization design and operating model
- Accelerated development of Emerging Markets (from 23% to 28% of total business)
- Created the center of digital competence

2002-2012 PRESIDENT COTY PRESTIGE (Paris)

Key Achievements:

- net revenues and profit materially increased
- acquisition and integration of Unilever beauty division, including brands such as Calvin Klein and Chloe
- numerous new licensing contracts, including top designers such as Marc Jacobs, Bottega Veneta, Miu Miu, Cavalli, Balenciaga.

1999-2002 FILA - CEO

Fila was a top player in the sport-fashion industry listed at NYSE

Key achievements:

- material reduction of operating losses
- repositioning of the brand
- start-up of retail program including Flagship stores and franchising stores

1992-1999 FERRARI - VP Marketing and sales

Global leader in sport and luxury car industry.

Key achievements:

- Opened several emerging markets, including China.
- Start up car personalization program
- Led expansion licensing program

1990-1992 GALBANI – MARKETING DIRECTOR

Galbani is leader in Italy in food industry (cheese and fresh diary products)

1984-1990 PROCTER and GAMBLE – BRAND MANAGER

Brand management in health and beauty care and household cleaning products

Graduated in Business management in Milano, Bocconi University in 1984

Languages spoken: Italian, English, French