

## SKILLS

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- *Turnaround projects*
- *Strategy*
- *Change Management*
- *Business Development*
- *People Development*

*Pierpaolo Festino, born in Naples in 1965, began his career as an Automatic Control Engineer at Procter & Gamble before earning a full-time master's degree at the Bocconi School of Management. Following this, he embarked on a career in marketing and sales in the telecommunications sector. His career began in 1993 at SIP Telecomunicazioni, where he held positions of increasing responsibility until becoming Marketing Director of the Consumer Division. Over the years, he has worked for various companies in Italy and abroad, gaining in-depth market knowledge and the ability to quickly develop successful teams in the most diverse contexts. After an experience in the financial sector as marketing director of the multichannel bank of the Intesa Group, he took on top responsibilities in the Tiscali group and later in Wind, where he progressed from the position of sales director of Infostrada to the responsibility of the full Business BU.*

*In 2015, he co-founded IGNITUS, a strategic consulting firm, from which he then moved on to the role of CEO of Cioncolini, a metalworking production company. During this path, he also held positions as a Board Member.*