



CEO Global Enterprise

Experienced and global CEO, with the flair, creativity and drive to deliver significant and profitable change. A unique combination of strategic vision, commercial abilities, relationship building and hands-on practical approach creating significant long lasting sustainable growth and business value.

Outstanding charismatic leadership qualities to develop and motivate exceptional teams across geographical and cultural boundaries. Readily able to engage people to go the extra distance and achieve results beyond expectations to the satisfaction of all stakeholders.

Recognised for superior creative problem solving skills, which rapidly achieve the sense of a problem and create a vision and capability to deliver true and lasting change, quickly getting things done while maintaining relationships for the long term.

A well-rounded team player with proven management skills, exceptional social competence and emotional intelligence combined with executive facilitation and negotiation abilities that adapt to own organization, clients and suppliers alike.

At present self-employed as independent freelance at **Executive Turnaround (Management & Consultancy)**, is engaged in advisory and consulting assignments, with emphasis on interim / temporary management, strategic initiatives & projects, post-COVID reorganizations and “turnaround” challenges. www.executiveturnaround.com **2020 ytd**

BUSINESS PROFILE

MINTUR

2015 - 2019

Ministerio para el Turismo – Venezuela

Sales \$ na, PBT \$ na, 8 entities with 90 locations, 5.000 employees.

www.mintur.gob.ve www.venetur.gob.ve inatur.gob.ve

“SHADOW” DIRECTOR GENERAL

Recently returned from Venezuela from a three-year assignment, privately, under the patronage of the Minister, as “phantom” or “shadow” **Director General & MD** of the operational entities **VENETUR** – Venezolana de Turismo and **INATUR** – Instituto Nacional de Turismo.

VENETUR: oversees all operational companies that, as a result, of nationalization, expropriation and government takeover, have stockpiled a vast number of businesses ranging from hotel chains, retail travel agency chain, tourism coach bus fleets, boating marinas, cable way installations and the tourism University.

INATUR: is the national institution that manages the touristic infrastructure, assets and the national register of all licenses and operating entities, both private and public, as well as the tourism development promotion & marketing.

The Challenge:

In a highly politicized environment and a chaotic organizational tangle, the “challenge” consisted in managing organizational development, operational optimization and service portfolio streamlining. Eventually, after elections in May 2018, operations collapsed and the touristic infrastructure crumbled.

NEW FASHION SIXTY group

2013 - 2015

Sales €0.9 bn, PBT Margin €25m, 4 countries with 13 locations, 2.000 employees. (Italy, China, Turkey, Russia). (brands: Energie, Murphy NYE, Miss Sixty, Killah, Refrigiwear).

LEAD EXECUTIVE

Earlier engaged, as **Lead Executive**, for the creation of a new venture in the Fashion & Apparel industry. The **New Fashion Sixty** group is a recently founded joint venture involving 4 partners (Italy, China, Turkey, Russia) merging to create a prime manufacturing and commercial network developing mid-range clothing “made in Italy” concepts, brands and products.

Through strong leadership, developed the vision, strategy and business plans and led the negotiations, set-up, start-up and execution of an extremely complex business venture requiring profound transformation and cultural alignment to achieve the financial objectives and win-win-win-win results, equally, for all parties.

ITALY: a family owned business founded in the late 60's, based in Pescara with manufacturing facilities in Prato (Florence), has strong creative, design, R&D, and marketing.

CHINA: a privately family business founded less than 5 years ago, based in Guangzhou, with 6 manufacturing facilities in Quantung province, has strong and competitive production and distribution channels in the domestic market.

TURKEY: also a private business with 15 years manufacturing experience, two plants, has strong production capabilities; own domestic distribution network. Developed in-house IT services, software and web-based applications.

RUSSIA: as well a privately owned business with less than 5 years history, based in Moscow, with offices in St. Petersburg and Kazan, has substantial financial strength and robust relationship to the leading retail chains.

The Challenge:

a NEW VENTURE enabling each business to maximise its core competencies and enhance its capabilities through consolidation or redirection with the outcome of an entirely new collaborative matrix organization and a new management team model. Leadership, cultural understanding, negotiation and moderation skills all had to come together to lead 4 exceptional extravagant individuals in the same direction towards success.

MTS & the REWE/Dertour group

2012 - 2013

OTS Open Travel Services – Holdings Zug – CH

Sales €1.5 bn, PBT Margin €25m, 13 countries with 23 locations, 3.000 employees. (Southern Europe, North Africa & Middle East).

CHIEF EXECUTIVE OFFICER

MTS Globe is the “operational” arm of REWE Touristik Groupe and Dertour.

www.mtsglobe.com www.rewe-touristik.com www.dertour.de

Appointed **Chief Executive Officer** of the **MTS/OTS** (Open Travel Services), and **RTG Dertour**, the tourism leg of **REWE**, the German retail group. Based in Koln, Germany, RTG is the German market leader in travel business. Brand **Dertour** operates in the corporate and business sector and **ITS Reisen, Jahn Reisen** and **Tjaerborg** in the leisure “sun & beach” sector. The business is organized in several divisions:

- 2.000 travel agency network in Germany.
- Tour Operator and packaged offerings (accommodation + flight).
- on-line B2B and B2C websites (dynamic: search – quote – book).
- Hotel business (LTI, PrimaSol, Calimera) (own & franchised).
- Destination Incoming Management & Operations.

The challenge & turnaround:

With the “Arab spring” the business suffered a significant set-back with annual guest count dropping in excess of 25% (2.5m pax). The “Greek” crisis followed as a general economic and spending slowdown. In parallel, the business was target of “*google and internet search engines*” attacks. The bottom line effect reached a €6M loss with a dangerous future trend. As the “turnaround CEO” A comprehensive strategy including restructuring, renewal, organizational development, technology migration, market repositioning delivered top financial results.

HAVI Global Logistics / former Alpha Group

the dedicated **McDonald's** lead logistic provider

1991 - 2011

Sales €3.5bn, PBT Margin €56m, 49 countries with 103 locations, 10.000 employees, worldwide.

Geographical scope: AoW (areas of the world): Europe, North America (USA & Canada), Greater Asia (China, South East Asia & Japan).

www.havi.com

CHIEF EXECUTIVE OFFICER (Global)

2008 - 2011

CHIEF EXECUTIVE OFFICER (President Europe)

2006 - 2008

A successful 20 year career reaching apical position as **CEO** of **HAVI Global Logistics**, a global lead logistics provider offering a unique “one-stop shopping” concept to serve customer outlets in the Food Service Industry and large fast-food chains such as primary client **McDonald's**. The service scope embraces the entire product assortment covering traditional logistics, supply chain, information technology, financial services, strategic sourcing and purchasing combining, from a “single hand”, the control over the physical, data and financial flows. In the tenure the company consolidate what is considered today the world class reference “**end-to-end integrated supply chain**” on which more than 25.000 McDonald's restaurants can rely on a daily basis.

Previously, Alpha Group, born as a spinoff to McDonald's Deutschland in the early 80's to take over logistic and distribution tasks for **McDonald's** Europe. During the first decade, growth follows the footsteps of the US based market leader and expands quickly across Europe (including Russia and Turkey). Simultaneous to the geographical growth, the business increases and enhances the width and depth of its services developing into a Lead Logistic Provider.

The challenge:

- Implemented the “one-stop-shopping” and the “farm-to-fork” concepts.
- Profitability Improved, year on year for 3 consecutive years, in the range of 15 – 25 %.
- Re-structured the North America Starbuck business, eliminating yearly losses in excess of 5 million USD.
- Established Japan joint venture.
- Managed the path to a “global” organization embracing 49 countries in 3 continents.

Alpha Management GmbH (Renamed to HAVI Global Logistics GmbH)	2006 - 2008
CEO CHIEF EXECUTIVE OFFICER	
CFO CHIEF FINANCIAL OFFICER INTERIM	2006
CSO CHIEF SUPPLY CHAIN OFFICER	2004 - 2005
CIO GROUP CHIEF INFORMATION OFFICER	2002 - 2004
REGIONAL DIRECTOR South Italy, Spain, Portugal and Switzerland	1997 - 2002
MD MANAGING DIRECTOR, Italy	1991 - 1997
CATERPILLAR Group	1987 - 1991
MD Amministratore Delegato, <i>Equipment Spare Parts Italiana SpA</i> OEM and non-OEM parts manufacturing for earthmoving and heavy equipment operating 3 plants and a Hub Warehouse, employing over 750 workers.	
VICE PRESIDENT, US Gaskets Corp, Caterpillar Group ESP - Equipment Spare Parts Corp	1982 - 1986 US based in New Jersey Canada, Latin America, Europe, Africa, and Middle East
GEDISA General Distribuidora S.A	Caracas – Venezuela. 1978 - 1982
GENERAL MANAGER, Dealer, importer and sole distributor for Caterpillar & GE.	
ODINO VALPERGA (forwarding)	Caracas – Venezuela 1976 – 1978
SALES REPRESENTATIVE for ocean freight, airfreight, consolidation, custom clearance.	

PERSONAL INFORMATION

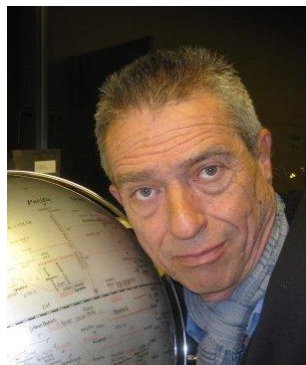
Languages: Fluent in *English, Italian, and Spanish.*
Conversational French and Portuguese. Basic survival German.

Mobility: trough out Europe and around the world.

Flexibility: on contractual terms and duration.

Development & Education:

- Numerous post University management studies, seminars & certifications.
 - MBA St. Gallen, MCE Management Centre Europe, Grid Seminar, Prof. Malik, IATA, Chambers of Commerce, Prince2, Advanced Management, Executive Management & Leadership.
- University degrees:
 - Civil & Corporate Law
“Universidad Central de Venezuela”, Caracas – Venezuela.
 - International Commerce & Trade Law / Political Science.
“Università degli Studi di Pisa”, Italy.
- Several prominent International & British schools until time for University.



- Born in Torino, Italy, 14 March 1956.
- Italian citizen.
- Cities of permanent residence: Caracas Venezuela, New Jersey / New York USA, Modena Italy, Dusseldorf Germany, Rome Italy, Palma de Mallorca.
- Cities of temporary domicile: London UK, Tokyo Japan, Chicago USA, Hong Kong.
- Father to 5 adult children all independent, living in several European cities.
- Member of the National Geographic Association since 1973.
- MAIA Member & Representative of the Association of Italian citizens living abroad.