

Manuela Soffientini



Personal information

Place and date of birth: Codogno (LO) 6th of July 1959 – married – one child

Address: Milan, p.za S. Agostino, 1

Telephone: 3358267117

e-mail: manuela.soffientini@electrolux.com

Married – one child

Current professional experience

ELECTROLUX ITALIA SPA – Holding & Manufacturing Company (since January 2021)

100% Control of Electrolux Appliances Spa, Electrolux Logistics Italy Spa, Best Deutschland, non-totalitarian participation of Electrolux Spare Parts Serv SA and Electrolux Hellas SA.

Chairman of Board of Director

Total Revenues 969.5 million – Size of the organization 4.580 people

ELECTROLUX APPLIANCES SPA (since May 2012)

Chairman and CEO Major and Small Appliances Cluster Italy and International Sales

Total revenues 382.5 million - Size of the organization 134 people

Main Achievements:

- Turnaround Cluster Italy completed (from no profit-no loss Ebit in 2013 to 7,3% in 2019) as a result of:
 - "Plan To Win" (restructuring project) implementation
 - Relocation of Commercial Team in Milan (from Pordenone)
 - New brand architecture strategy based on Electrolux & AEG (vs Electrolux-Rex, Aeg, Zoppas, Zanussi)
- Electrolux Market Leader in 2019

Institutional Assignments

- **CONFINDUSTRIA (since November 2020)**
Member of "General Council"
Member of Advisory Board Foreign Investors
- **FEDERMECCANICA**
Member of Advisory Board
- **CENTRO STUDI GRANDE MILANO**
President of Grandi Guglie
- **CONFINDUSTRIA APPLIA ITALIA (June 2016-June 2021)**
President

Board Experiences:

- **BREMBO spa (since April 2022)**
Independent Board Member
Member of Audit and Risk Committee - Member of Remuneration Committee
- **BANCO BPM (since December 2016)**
Independent Board Member
Chairman of Remuneration Committee (since April 2020)
Vice Chairman of Remuneration Committee (till April 2020)
- **Ex BANCA POPOLARE DI MILANO (Since April 2016)**
Independent Board Member
Member of Supervisory Board
- **GEOX (March 2016-March 2019)**
Independent Board Member
Member of Audit and Risk Committee
- **PIRELLI (March 2012 – March 2016)**
Independent Board Member
Member of Strategy Committee - Member of Remuneration Committee

Previous professional experiences

PHILIPS CL (Since February 2011)

Managing Director VP, IIG (Italy, Israel, Greece)

Responsible for the creation of the cluster and for the P&L of the three countries.

PHILIPS Consumer Lifestyle (January 2008) – new Philips Sector integrating the two former division DAP (Domestic Appliances) and CE (Consumer Electronics)

Managing Director (since October 2008) – Total revenues 310 mio – Size of organization 168 people.

Responsible for the CL business in Italy with the task to complete the integration of the two former organizations and to deploy Business Units strategy into budget process.

PHILIPS DAP (June 2001)

General Manager DAP Italy (Small domestic Appliances; Shavers, Personal Care, Kitchen devices, Irons, Vacuum cleaners) Philips DAP Business Division

Annual Volume: 95 mio To Net –Size of organization 45 people

Responsible for: Marketing, Sales, F&A, Operations, HR.

Main Achievements:

- Redesign of the whole organization to align competences to market evolution.
- Net Sales growth acceleration (2007: +15% vs 2006)
- Increased profitability putting Italy into the 3 best performing countries within the DAP Organization
- Consolidation of leadership in the Italian Market

PHILIPS Lighting (July 1997)

CMSU Manager Consumer Lamps and Batteries

1999-2000 Deployment of the Promodes - Auchan International contract

Coop- Italia: re-negotiation of annual terms and conditions

1998 Disentanglement Lamps – Batteries (consumer Lamps unit was providing its support as sales organization).

Implementation of a new sales strategy in order to recover some key Italian customers (Coop Italia, Standa, Pam where Philips was not listed) and to re-negotiate some very expensive annual agreements (Esselunga, Supercentrale, Intermedia)

Launch of Ambiance (new energy saving bulb)

1997 Established a new organization (new team and "modus operandi") more consumer oriented, within the Italian Lighting organization in order to develop the penetration of Philips in the Italian lamps and Batteries Market.

Main Achievement:

- Lamps TO +60% (2000 vs 1997) Lamps market Leadership starting from 2000.
- Powerlife Launch reaching 40% of weighted distribution within 6 months.

NUOVA FORNERIA (1990 – 1997) Joint venture SME group, Barilla, Ferrero, operating in the food and snacks market)

Marketing and Sales Director

1995-1997 Responsible for the re-positioning of the whole product range according to the new owners guidelines: new packaging, new price repositioning (as a reaction to the Hard-Discount penetration in the Italian market) new communication

Responsible for the restructuring of the Sales organization (from 25 people on the sales department to 18; from 74 Agents to 63)

Implementation of a new commercial policy to increase customer profitability.

Main achievement:

- After 10 years of results in the red, the company went back to the profit in 1996.

Marketing Director

1992 – 1995 Definition of a long terms strategy for the existing brands suitable to the company shareholders vision (Nuova Forneria, Barilla and Ferrero were competitors in the snack sector)

Marketing Manager

1990 – 1992 responsible for the re-launch of the historical brands: Buondì and Ciocorì

ITALIAN HENKEL (1984-1990)

Product manager Dixan Powder

1989-1990 Responsible for alignment of the local strategy of the most important product of the Italian unit (representing 70% of the TO) to the new international guidelines.

Definition of a new promotional strategy for the whole brand (including all the line-extensions)

Product Manager Perlana and Dato

1987-1989 Responsible for the international brand refreshment, renewing the key elements of the marketing mix (product: new perfume, new formula; Brand and Packaging design, development of a new TV and Print Communication to be adopted by all European units)

Launch of the line -extension: Perlana Shampoo

Introduction of a new size of Perlana Liquid (2lt)

Assistant Product Manager Perlana and Dato 1984-1987

Main Achievements:

- Italian Industrial Association: Recognition for the best TV advert of the year
- Gaining the leadership in the Italia Market (the only European market where Henkel was leader in the fine washer category)

Education

- High School Certificate
- Degree in Economics at the Catholic university of Milan (1983)
- Marketing Courses organized by Henkel Dusseldorf (1989)
- ESSEC Business School – Philips Program (2000)
- IMD Lausanne – New Next Level Leader Electrolux Program (2015)

Academic Activities

Lessons on Business Case Studies in the context of the Master Courses 2018-2021 of Bocconi University in Milan

Strategic analysis and financial assessments -Prof. P. Galbiati

Business crisis and restructuring processes -Prof. P. Galbiati

Publications

Author of the chapter: Business transformation - drive your business out of stormy cycles - Corporate Turnaround - Gualtiero Brugger and Paola Galbiati

Skills & Abilities

English: Advanced Level, good general usage, everyday business

French: Basic Knowledge

Various International Team Building exercises and courses.

Computer skills: Excel, PowerPoint and Windows Office Package

Sports: Golf, distance running, swimming

Other interest: Travelling, Reading, Arts

Awards:

- Electrolux Global Leadership Award 2018
- "Grande Guglia" of Milan award –Centro Studi Grande Milano (March 2019)

Milan, 26th April 2023

