

ANDREA PREDAN

Director with a successful track record in strategic and marketing projects and a proven hands-on experience in project management with a solid international background

PROFESSIONAL EXPERIENCE

*Stockholm, Milan
Feb. '16 - Present*

ELECTROLUX (leading white goods company with more than 6000 employees worldwide)

Director in the Business Market Intelligence & Strategy Team – Group CFO function

- Managed team directly reporting to the CFO, CEO, senior management, board of directors and shareholders' committee for key marketing and strategic projects
- Defined and lead the Electrolux Group Strategic Annual Planning Process
- Developed the 5 years Group strategy for achieving a double digits growth in the profitable aftermarket business
- Identified sweet spot to profitable growth Electrolux sales in key Region leveraging cross functional collaborations with R&D, Marketing, and Operations
- Developed marketing digital tools to collect products information on more than 200 sites in EMEA; run more than 30 trainings in 18 countries (> 300 users in sales, marketing, operations)
- Defined turnaround strategy for an unprofitable business division
- Supported M&A team to scout companies aligned with Group Strategy

Milan, Italy

AXTERIA STRATEGY CONSULTANTS (strategic consulting firm operating at international level)

Jan. '14 – Feb. '16

Manager in the Industrial strategy team / Temporary manager at Electrolux (2011/2016)

- Developed strategic commercial plans with the client's board of directors to beat fast growing competitors worldwide and in specific markets
- Run "War Gaming" with client's management to define the five years Group strategy plan
- Developed the Group Digital Strategy and created dashboards to monitor progress towards the targets
- Supported client in the creation of the Business Market Intelligence & Strategy global team

Jan. '11 – Dec. '13

Consultant in the Industrial strategy team

Oct. '09 – Dec. '10

Business Analyst in the Industrial strategy team

Milan, London

L.E.K. CONSULTING (leading consulting firm with more than 20 offices worldwide)

Apr. '08 – Sept. '09

Associate in the Strategy team

- Run more than 10 commercial due diligence for several market (automotive, oil and gas valves, furniture, and apparel), preparation of documents for meetings with clients (private equity funds)

Milan, Italy

PRICEWATERHOUSECOOPERS ADVISORY (One of the "Big Four" Consulting Companies)

Jan. '08 – Marc. '08

Internship in the PWC Health Care Advisory team

- Run a restructuring and reorganizational project for a private hospital based in Campania

EDUCATION

Milan, Italy

UNIVERSITÀ COMMERCIALE L. BOCCONI

A.Y. '05 – '07

Master degree in Economics of Public Administration and International Institutions, Final grade 110/110

(December 2007)

- Degree thesis on "The project finance in the public health sector: state of the art from a financial point of view"

Paris, France

INSTITUT D'ETUDES POLITIQUES DE PARIS (SCIENCES-PO)

Sept. '06 – Feb. '07

Exchange Program – Master of Sciences in Finance et Stratégie

- Courses: M&A, Corporate Finance, Financing the European Budget, Introduction aux métiers de la stratégie et du conseil

Milan, Italy

UNIVERSITÀ COMMERCIALE L. BOCCONI

A.Y. '02 – '05

Undergraduate degree in Economics of Public Administration and International Institutions (October 2005)

- Degree thesis on "The due diligence of project financing operations: optimal risk transfer"

OTHER INFORMATION

- **LANGUAGES:** **Italian:** native; **English:** fluent (several work and study experiences in English, several language certifications); **French:** fluent (master degree in French, language certifications)
- **COMPUTER SKILLS:** Advanced knowledge of *Windows and Office* (Word, Excel, Power Point, Access)
- Awarded with Electrolux Marketing Prize *Trail Blazer* for the best marketing project of year 2015
- Professional Basketball player (B2 league – Gesteco basket team): 1997-2001
- Hobby: basketball, tennis, running, travelling, cooking