

## **CLAUDIO PEZZANO**

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Italian nationality

May 20th 1981



My name is Claudio Pezzano and I am the Chief Financial Officer and Chief Operating Officer at Unopiù S.p.a.

I manage private equity companies, shareholders' investments, projecting business plan, cash flows and profitable growth plans.

Actually, I lead and drive the Finance, IT, Procurement, Transport, Logistic and Facilities, responsible for worldwide wholesale and retail business. The target assigned me by the shareholders is to design and control the turnaround of the company defining the roadmap to come back to the ground zero, the strategy processes, the growth strategy, the new ERP IT system, the new governance, passing from the closure of the Bad company, the debt restructuring and personnel reorganization (mobilità procedure and layoff indemnity negotiation plan).

I report directly to the Shareholders.

I'm a CFO, who sees behind the numbers a business story and a future growth. I loves to get personally involved in the business strategy, organization, processes and People.

I strongly believe you can drive and inspire other people only if your behavior corresponds to an ethic and more bigger values.

During experiences, I've had the opportunity to work at a few major international Companies in several different markets, such as Artsana, Prenatal, Hachette, dealing with both ordinary and extraordinary projects (restructuring, acquisition, reorganization and start-up). I learnt what it is to be part of a complex organization, with not only different roles and structures but with different cultures, styles, approaches, expectations etc.

Best Regards

Claudio Pezzano

## **WORK EXPERIENCE SUMMARY**

### **Chief Financial Officer and Chief Operating Officer – UNOPIU' S.p.a. - current**

Unopiù S.p.a. is the European leader of outdoor luxury furnishings, with a Direct Retail Channel in the main European countries and a partners network which guarantees a worldwide presence from Miami to Singapore through multibrand indirect stores and monobrand Franchisees.

#### **Major Responsibilities:**

- Leading the turnaround strategy focused on cashflow
- Leading a team of 48 people: 6 Finance, 1 IT, 6 Procurement, 6 Facility, 24 Logistics, 5 Transport
- Planning & Controlling – Definition of the CashFlow Plan, Business Plan, Budget, Actual, Business Review, Capex investment, Shareholders Management Presentation, Turnaround, Debt Restructuring, Reorganization and all Processes.
- Finance – Supervision of Accounting, Treasury, Taxes, General Ledger, Credit & Collection, Inventory Management.
- International – Supervisor of the 3 legal entities in Germany, France and Spain.
- IT – Implementation of the new ERP (from sales to supply chain with Oracle NetSuite)
- Legal Affairs – Maintain and apply Corporate Governance policy and procedure, Statutory filing and acting as legal representative of the Group.
- Facility management – Supervision of Facility Management of Milan Offices, Viterbo Plant, Show Room, Production Facility and Retail Stores.

### **Chief Financial Officer – Hachette Livre, Lagardère Group – ( Apr 2011 – Jul 2018)**

Hachette Livre Italy is the Italian branch of Hachette Livre one of the biggest worldwide Publishers, a company of Lagardère Group, listed to the Paris Stock Exchange.

The Hachette Livre's Global Turnover is around 1.100 ml eur with an EBIT equal to 92 ml eur, while the Italian company has 70 ml eur of turnover and an Ebit of 5 ml eur.

#### **Responsibilities:**

- Executive committee member
- Leading a team of 6 people in Italy and various external consultants
- Coordination International subsidiaries: Romania, Rep. CZ, Slovakia, Hungary, Croatia and Bulgaria
- Finance, Controlling, Administration, Treasury & IT
- Human Resource & Legal Affairs
- Fiscal and tax documentation
- Website & Customer Service

#### **Projects:**

- Creation of the internal accounting & controlling system
- Start-up of the International market: Romania, Rep. CZ, Croatia, Hungary, Bulgaria, Slovakia
- Internal Procedures
- New ERP Sage X3
- Ecommerce platform

**Reporting Level:** Managing Director and Group C.F.O. based in Paris

### **Country Controller – Prenatal S.p.A. – (Jun 2009 - Mar 2011)**

Prenatal is the largest chain of stores specialized in the sale of products for mothers and children, including clothing,

juvenile items, toys, accessories and special toiletries. The Prénatal brand, established in 1947 in France, has been part of the Italian group Artsana spa since 1996, and is currently present in 14 countries with 437 stores. The total turnover is about 500 ml eur, with 5.000 fte, operating in E.m.e.a. (Italy, Greece, Cyprus, Spain, Portugal) and Mexico, Holland and Russia market countries.

- Executive committee member
- Leading a team of 5 people in Finance, Planning, Controlling and Sales&Marketing Area
- Budget and Forecast Responsibility
- Variance analysis
- Cost controlling and KPI's monitoring
- Strategic business plan participation
- Implementation of the Controlling internal ERP for the category profitability (SAP CO-PA module)
- Implementation of the statistical model to measure the potential turnover by geo-area and store

Reporting Level: directly to the Managing Director and the Group C.F.O.

#### **Assistant Group Controller – Prenatal S.p.A. – (Jul 2006 - May 2009)**

- Implementation of the Financial Group Reporting (Hyperion)
- Budget & Forecast guidelines for the Group
- Monthly Financial Reporting of the Group
- Implementation of the capital investment approval model (IRR, Discounted Cash Flow, EVA)

Reporting Level: directly to the Group Controller

#### **Sales&Financial Controller – Prenatal S.p.A. – (Jan 2005 - Jun 2006)**

- Leading a team of 2 people
- Implementation of Balance Scorecards to measure the store KPI's
- Budget and Forecast Planning
- Monthly Financial Reporting
- Store P&L Reporting package
- Profitability analysis by category
- Implementation of the new Accounting General Ledger
- Customizing of the Sap FI/CO module
- Customizing of the new Business Intelligence software (Business Warehouse)

Reporting Level: directly to the Country Controller

#### **Junior Controller – Prenatal S.p.A. – (Feb 2004 - Dec 2004)**

- Implementation of the Business reporting package for store network
- Business reporting on turnover by day, week and month
- Sales and promotion analysis

Reporting Level: directly to the Sales&Financial Controller

### **EDUCATION AND TRAINING**

- Business Administration Degree with specialization in Administration, Finance and Controlling achieved at Bocconi University of Milan (April 2005), with a final graduation thesis titled "The stores performance measurement *in the fashion retail: the Prénatal case*" and a final score of 94 on 110 (obtained in 4 years).

### **COMPETENCES**

**IT Knowledge:** Office, Excel, Sap R3 FI/CO and CO-PA, Sage ERP X3, Business Warehouse, Business Objects, Hyperion, AnySite Pitney Bowes (geomarketing)

**Foreign Languages:** English writing and reading (good)

**Co-participation:** Bocconi University (SDA Bocconi) – Retail Department (referent Dr. G. Meloni)

**Co-Publications:** *“Innovazione, experience, partnership. Casi di innovazione nel retail”*, published by Franco Angeli

**Hobbies:** Soccer (up to 2002 in ProPatria team, C2 league)

**Personal skills:**

- Accuracy, adaptability, efficiency

**Retribution and grade:**

- Grade: Dirigente Commercio

**Best regards,  
Claudio Pezzano**

I authorize the use of my personal data according to Legislative Decree N°196/03, art. 13 of 2016/679 GDPR and future modifications