

CURRICULUM VITAE, ANNA MATTEO

09 2018

Personal Information

Name, Surname Anna, Matteo

Private Address:

e-mail:

mobile:

SUMMARY

C-level exec with more than 20 years of experience in Tech, Media, Retail. Expert in digital transformation, business innovation, technologies and how they drive business growth and operational process transformation. Strong influencer with a proven track record in driving innovation in complex organizations and high-pressure environments.

Core competencies include: strategic vision, business focus, IT strategy, pro-active approach in monitoring market/client needs.

International experience: studied/worked in Italy, UK, USA

Education. Laurea degree (cum laude) and Ph.D., both in Electronic Engineering, from the Polytechnic of Bari; postdoctoral position at the University of California Irvine, CA, USA. Also completed executive education courses at Wharton, Insead and SDA Bocconi.

Work experience. I started my carrier as researcher in advanced scientific research for optic fibre communication networks in European and North America laboratories. In 2000, I joined Etnoteam one of the most innovative technology consulting firm in Italy, at that time, and one of the first to consult on internet services in Italy. In January 2008 I started working in Arnoldo Mondadori Editore, a leading Italian media company in the role of Digital Marketing Director. In April 2010 I joined Condé Nast Italia where in few months I was appointed Vice-President Digital and Technology with a direct reporting line to the President of Condé Nast International Digital in London. From Oct 2012 to June 2017 I was at Il Sole 24 Ore as General Manager Digital Business and Technology, managing digital transformation through the company with focus on product innovation, digital growth and IT transformation. Since November 2017 I joined OVS Spa, Italy's leading group in the clothing market, in the role of Digital Transformation Director and starting August 1st in the role of Digital Transformation Director and CIO of the company.

I am currently Board Member of Polytechnic of Bari, Italy.

EDUCATION AND TRAINING

1979-1984	High School Diploma
1984-1990	Laurea, summa cum laude, in Electronic Engineering, Polytechnic of Bari, Italy
1991-1995	Italian Ph.D. in Optoelectronics, Polytechnic of Bari, Italy
1995-1996	Post doctoral position at University of California Irvine, CA, USA

SPOKEN LANGUAGES

Italian: mother tongue

English: Fluent

WORK EXPERIENCE

- **Digital Transformation Director & CIO**

OVS Spa

November 2017 – today

Reporting to the CEO of the company - Italy's leading group in the clothing market – I am responsible of defining and executing the digital transformation plan and of the IT department, leading a group of + 100 people.

- **General Manager, Digital Business & Information Technology**

GRUPPO 24 ORE

October 2012- June 2017 | Milan, Italy

I joined GRUPPO 24 ORE – the leading Italian multimedia company, publisher of Il Sole 24 Ore newspaper - in October 2012 in the role of Digital Director, reporting to the CEO. One year later, I was promoted to the role of General Manager, digital business, marketing and product development and in 2016 I became General Manager Digital Business & Information Technology. In this role I have been responsible for the digital business and the Information Technology of the Group leading a cross functional team of 120+ people from print/digital backgrounds.

Leveraging my long experience in the digital transformation of media companies, I strongly contributed to build the digital business for Gruppo 24 ORE, by setting and implementing the 3-year plan directions, product development and innovation in the B2C and B2B area, business data platform and CRM projects, operational process transformation. I also gained significant experience in newsroom digital transformation, working very close to the editorial departments.

As part of my responsibilities, I managed the growth of skills, technology and culture, across the company, in customer data and analytics which has been both an accelerant for Gruppo 24 Ore's digital growth, as well as a key catalyst in digital

transformation.

In 2013, first in Italy, under my responsibility we launched the pay wall for the Il Sole 24 Ore website and re-designed the IT enterprise architecture to enable digital growth.

- **Vice-President Digital & Technology**

Condé Nast Italia, Milan

April 2010- September 2012

In March 2010, I joined Condé Nast Italia in the role of Vice-President of the digital division and Technology reporting to the Chairman of Condé Nast Italy, and, with a reporting line to the President of Condé Nast International Digital in London. I contributed to transform the digital activities of iconic brands such as Vogue, GQ, Wired and Vanity Fair and led a very strong audience and advertising revenue growth. With a responsibility extending over digital business, technology and product development I has reorganized and enhanced digital skills in the company, bringing new people and enabling the IT business alignment.

Responsible of the P&L of the digital business in Italy, I worked in strong collaboration with digital headquarters of Condé Nast International.

- **Digital Marketing Director**

Arnoldo Mondadori Editore, Milan

January 2008- March 2010

In 2008 I was offered the opportunity of being part of Arnoldo Mondadori Editore, a leading Italian media company. Within the Publishing Digital Direction I covered the role of Strategic Digital Marketing Director & Consumer Female (Femminile) BU Responsible.

In Mondadori, I launched the new donnamoderna.com website and led high audience growth and advertising revenues growth. I was also part of team responsible to define and execute digital marketing plans in Paris (Mondadori-France).

- **Senior Consultant, Deputy general manager of the web agency company of the Group**

Etnoteam, Milan

January 2000- December 2009

In 2000 I joined Etnoteam, one of the most innovative technology consulting firm in Italy at that time, one of the first to consult on internet services in Italy. Etnoteam is now within NTT data. NTT Her first role was as Manager of Projects for Business Process Re-engineering, Knowledge Management, Enterprise Portal.

Promoted to Senior Manager in 2004, I covered the role of project leader in internet projects and in 2006 become Deputy General Manager of E-TREE, the digital agency of the Group, focusing on the design, implementation and maintenance of innovative

solutions, based on internet technologies, for communication, marketing and business through digital channels.

I actively participated in the Etnoteam Group's Business Board meetings, which convened monthly to discuss and monitor the implementation of Group business strategies in the other markets and to promote inter-market actions.

- **Researcher**

Telecom Italia Labs

1998- 2000

In CSELT, as Project Leader, I dealt with developing analysis models and design and simulation tools of planar devices for optic fibre communication networks.

- **Researcher**

Polytechnic of Bari, University of California Irvine

1990-1998

From 1990, on graduating in Electronic Engineering, to 1999, I gained experience in advanced Scientific Research for optic fibre communication networks at prestigious European and north American research workshops including (1991) The University of Glasgow, Scotland, UK, (1995- 1996) University of California Irvine, CA, USA. These experiences allowed me to successfully develop professionalism characterised by close attention to business and operational results, and propensity for innovation, problem-solving skills, flexibility, strong capability in solving critical and / or complex issues, and human resources management.