

CARLO ALBERTO CARNEVALE-MAFFÉ



After graduating in Political Science and completing a Master's degree in International Economics and Management, he accumulated a wealth of relevant professional experience in the field of economics and finance. He distinguished himself as a coordinator and director at leading universities, playing a key role in organising and running high-level lectures and seminars. His contribution has also extended into the academic sphere, holding positions as a scientific advisor. His experience includes collaborations with listed companies, highlighting his expertise and ability to successfully manage complex financial dynamics. Prominent among his collaborations is his valuable contribution to ILPRA SPA, where he brought a significant addition to the company's activities.

In summary, he represents a professional with a solid academic background and extensive practical experience in the economic-financial sector.

PROFESSIONAL EXPERIENCE

ACADEMIC POSITION

SDA Bocconi School of Management, Bocconi University - Milan (Italy), 1995

Associate Professor of Strategy & Entrepreneurship, Strategic and Entrepreneurial Management Department.

Founder and Coordinator of "Master in Strategy" (MiSA) (2003-2007)

Director of SDA Bocconi courses on "Strategic & Competitive Intelligence" (1997-2017)

Faculty member of MBA (Master in Business Administration), MAFED (Master in Fashion, Experience and Design), MiSA (Master in Strategy), EMILUX (Executive Master in Luxury Management).

Coordinator of undergraduate course "Business Strategy", Bachelor in International Economics Management (2003-2011), Bocconi University

Faculty member of the courses "Management Consulting", Master of Science Degree in General Management, "Business Process Management & ICT" and "Media Industries Distribution Systems"

Faculty member of Executive Programs: "Corporate Valuation", "Finanza Strategica", "Corso di Finanza Aziendale", "Programma di Sviluppo Manageriale". SDA Bocconi Best Teaching Award

Member of Strategic Management Society, Best Paper Nominee at Academy of Management (1998), Keynote speaker at Society of Competitive Intelligence Professionals.

Warwick Business School (UK)

Lecturer, MBA Exchange Programs with SDA Bocconi, 2021

Wharton School- University of Pennsylvania (USA)

Lecturer, MBA Exchange Programs with SDA Bocconi, 2013-2016

Columbia University – New York (USA) - Graduate School of Business

Visiting Lecturer, Columbia Senior Executive Program, 2000

New York University – New York (USA) - Stern School of Business

Faculty member of executive education programs in joint with SDA Bocconi, 2000

HEC Paris (France)

Lecturer, Master & Executive Education Programs with SDA Bocconi, 2011-2023

CEFRIEL – Research Center of Politecnico di Milano (Italy)

Scientific Advisor on Innovation Projects, 2015-2024

Indian Institute of Management Indore (India)

Lecturer, Master & Executive Education Programs with SDA Bocconi, 2019-2023

MISB Bocconi Business School, Mumbai (India)

Faculty member, International Executive Master in Business, 2017-2021

Korea University Business School (South Korea)

Lecturer, MBA Exchange Programs with SDA Bocconi, 2017

Saint Mary's College of California (USA)

Lecturer, MBA Study Tour Programs with SDA Bocconi, 2016-2018

Mannheim Business School (Germany)

Lecturer, MBA Study Tour Programs with SDA Bocconi, 2019

Steinbeis University, Berlin (Germany)

Faculty member, MedienMBA (with Stern School of Business, New York), 2000-2010

International Management Institute – New Delhi (India)

Lecturer, Master & Executive Education Programs with SDA Bocconi, 2010-2024

Athens University of Economics and Business, Athens (Greece)

Lecturer, Visiting programs with SDA Bocconi, 2008-2015

John Cabot American University – Rome (Italy)

Visiting Lecturer, Spring Public Lectures 2006

Hellenic Management Association (EEDE) Athens (Greece)

Lecturer, Executive Education Programs with SDA Bocconi, 2013-2016

University of Siena (Italy)

Visiting Lecturer of Strategic Management, 2012

Scuola Superiore S. Anna – University of Pisa (Italy)

Visiting Professor of Strategic Management, 2000-2004

University of Cosenza (Italy)

Faculty member, Master in Entrepreneurship for High Tech Companies, 2005-2007

EDUCATION

Bocconi University- School of Management, Milan (Italy)

Master cum laude in International Economics and Management (MIEM)- Specialization in Country Analysis and Comparative Systems (1994)

University of Milan (Italy)

Degree cum laude in Political Sciences, Specialization in Methods for Social and Economic Research (1991)

Member of Scientific Committee or Editorial Review Board of the following Journals and Reviews:

- *Harvard Business Review Italy (Editorial Board)*
- *IR TOP, Review of Investor Relations, (Editorial Board)*
- *ICT4EXECUTIVE, (Advisory Board)*
- *The Ruling Companies (Advisory Board)*

Scientific adviser for the following Institutions and Organizations:

- *Ministry for Technological Innovation and Digitisation - Ministry of Health, Republic of Italy, member of "Task force data-driven per le tecnologie di gestione dell'emergenza COVID-19" (2020-22)*
- *European Commission DG Sante – eHealth Network, advisor of committee for COVID-19 emergency (2020)*
- *European Commission DG Enterprise/D4 ICT industries and services, member of Steering Committee "353 D4 E-business policies" (2003-2012) – EUSALP Project – strategy advisor (2018-2019)*
- *Aspen Institute Italy - Chairman of Aspen Junior Fellows workshops (2015-2022).*
- *CONFAPI (National Association of Small and Medium Enterprises): Strategy Advisor to the President (2022-2024)*
- *ABI (Associazione Bancaria Italiana) – Member of the Board of Directors of ABI Lab – Chairman of the scientific committee of "Banking Innovation Award" - Chairman of the CBI Conference – Chairman of Credit Cards Conference - Support to the E-committee for the development of innovative payment systems (2002-2018)*
- *ANIE – Confindustria – Member of the Scientific Committee, 2017-2020*
- *Business International - Fiera Milano Media - Chairman of Annual Forums on CEO Leadership and Change Management, and industry forums in Banking, ICT, Media (2004-2018)*
- *Centromarca (Association of Major International Consumer Brands operating in Italy) - Advisor for strategy and communications (2010-2023)*
- *UPA (Union of Major Advertisers in Italy) - Lecturer and speaker for executive programs (2010-2023)*

- *Il Sole 24 Ore – Business Conferences. Member of Jury of Retail Innovation Award, Chairman of “Wireless Business Forum” and Digital Forum (2002-2016)*
- *Confindustria (National Association of Industrial Enterprises) – Organization of Business training programs for the Association's network (2002-2023)*
- *Assolombarda (Regional Association of Industrial Enterprises) – Strategy advisor (2022-)*
- *Ernst & Young Italia, Member of the Advisory Board Scientific Committee (2004-2006)*
- *Confesercenti (National Association of Independent Retailers): development of strategy on ebusiness services for associated companies (2000-2003)*
- *Assomac (Industry Association of Shoes Machinery), Strategy Advisor to the President (2004-2023)*
- *Conference of Top Italian CIOs – Member of Program Committee (2003-2017)*
- *CIBJO – The World Jewellery Confederation - Adviser, CIBJO World Congress (2002-2005)*
- *Junior Achievement Italy, Chairman of Jury (2004-2011)*

Recent professional activities and corporate roles:

- United Ventures SGR Spa – Leading Venture Capital in Technology & Innovation Independent Non-Executive Director (2015-)*
- ASM Energia Spa (A2A Group) – Energy & Gas Utility Company (Milan Stock Exchange: A2A.MI) President of Board of Directors (2019-)*
- Lindbergh Spa (Milan Stock Exchange: LDB.MI) – Service Platform for MRO Industry Independent Non-Executive Director, Chairman of Audit Committee (2021-)*
- ILPRA Spa (Milan Stock Exchange: ILP.MI) – Leading manufacturer of packaging solutions Independent Director (2019-)*
- Fondazione Riccagioia – Research Foundation established by Regione Lombardia, Bayer, TIM, ESRI & al. President of the Board of Directors (2021-)*
- Foolfarm Spa (Milan) – Start-up studio for Artificial Intelligence Independent Non-Executive Director (2021-)*
- Kirey Group Spa (Milan, Barcelona, Lisbon) – Data-centric System Integration Independent Non-Executive Director (2024-)*
- Reply Spa (Milan Stock Exchange: REY.MI) – System Integration and Software Development Independent Non-Executive Director (2005-2015)*
- Buongiorno Vitaminic Spa, (Milan Stock Ex.: BNG.MI) –Distribution Platform for Music & Digital Content Independent Non-Executive Director, Chair of Audit & Remuneration Comm. (2000-2007)*
- ABI Lab (Associazione Bancaria Italiana) – Research Lab of Italian Banking Association Directors' Committee - Independent Non Executive Director (2015-2018)*
- Fondazione TIM – TIM Spa - Telecommunications Member of Scientific Committee (2013-2017)*
- Ambrosetti - The European House – Leading think tank & consulting firm Head of Scientific Committee and adviser for servitization in manufacturing (2014-2019)*
- J. P. Morgan Asset Management Italy – Leading Asset Management*

Beretta Spa - Leading player in defense & security

Strategy adviser (2015-2018)

Banca Mediolanum Spa – Leading financial institution

Keynote speaker (2013-)

Poligrafica S. Faustino Spa (formerly Milan Stock Exchange: PSF.MI) – Leader in Corporate Printing Services

Independent Non Executive Director, Chairman of Audit Committee (2004-2024)

STAV Spa – Mobility services and public transportation, automotive dealer for Toyota and FCA.

Independent Director (2018-)

Atom MSC USA Llc (USA) & Atom India Technologies (India) – Industrial Cutting Systems

Member of Board of Directors (2007-)

Main Group Technologies Spa – Industrial Automation for the Footwear Industry

Member of Board of Directors (2010-)

Technetronic Srl – Robotic Systems and Industrial Automation

Member of Board of Directors (2020-)

Retail Institute Italy – Leading Global Association of Retail & Marketing Industry

Member of Scientific Committee (2015-)

Edenred Spa (Paris Stock Exchange: EDEN.PA - Global leader in corporate services)

Strategy Advisor, (2010-2018)

Regione Autonoma della Valle d'Aosta– Department of Innovation

Advisor for innovation projects (2009-2020)

Regione Sardegna – Department of Innovation

Advisor for innovation projects (2020-2022)

DoveConviene Srl – Leading player in digital leaflet advertising

Member of the Board of Directors (2012-2014), Member of Advisory Board (2015-2020)

Deloitte Consulting Spa – Corporate consulting services

Strategy adviser (2007-2018)

Ernst & Young Business School S.r.l. – Corporate services

Member of Scientific Committee (2019-2021)

CartaSi Spa (Nexi Spa) - Leading Issuer & Acquirer of Credit Cards

Strategy adviser (2009-2014)

Certilogo Srl (eBay Marketplaces Inc.) – Service provider for product authentication and CRM

Member of Advisory Board (2006-2016)

ELSE Corp Srl – Service provider for virtual retailing

Member of Board of Directors (2018-)

Eximia Srl – Solution provider for RFID applications

Independent Non Executive Director (2004-2019)

GTI - Giochi Tecnologici Italiani Srl – Solution provider for gaming technology

Independent Director (2017-2019)

Wind Tre Spa –Telecommunications and media

Economic adviser to the CEO & General Counsellor (2004-2018, 2020-2022)

Olivetti Spa – Document Management Technology & Digital Systems

Strategy adviser to the COO (2015 – 2017)

SIA Spa - European Leading Processors of Credit/Debit Cards and Payment Systems

Strategy adviser to the CEO (1998-2018)

Lamborghini Auto Spa - Volkswagen Audi Group – Sport cars

Strategy adviser to the President and CEO (2006)

Fiat Spa – Leading group in automotive industry

Adviser to the Group CIO for FIAT's ICT strategy implementation (2003-2004)

IVECO Spa – Leading group in truck industry

Adviser for competitive intelligence (2006-2007)

Espin Spa - FIAT Spa's company specialised in CRM and Business Intelligence applications

Strategy adviser to the CEO (2003-2005)

Philip Morris Italy Spa – Leader in tobacco industry

Strategy adviser for competitive intelligence (2003-2006)

Banca Popolare di Milano (Milan Stock Exchange: PMI.MI) – Leading Financial Institution

Adviser to the Group CIO (2004-2005)

Consip Spa – Ministry of Economy – Italian Republic

Member of Scientific Committee for E-procurement national projects – Coordinator for

Eprocurement

in Telecommunications (2000-2001)

21NextWork Venture Capital Spa – Private Equity Fund Specialised on Technology Investments

Strategy adviser (2001-2002)

Rosy Blue Diamonds Inc., USA & Belgium – World Leader in Diamond and Jewellery

Strategy adviser (2000-2003)

Arthur Andersen Italy LLP – Leading Consulting Firm

Strategy adviser (1999-2002)

SAP Italia Spa – Leader in Corporate Software

Strategy adviser (2000-2004)

Member of the following Associations:

• NED Community, Association of Non-Executive Directors for Corporate Governance in Public Companies

• Assodigitale (Italian Association for Digital Content) – Chairman of Scientific Committee

Editorial Relationship with Media & Televisions:

• Economic Commentator for Mediaset News: Canale 5 / Rete 4 / TgCom24 (2010-2023)

• Author of "Don Chisciotte Podcast" for Will Media – Chora Media Group (2024-)

• Editor and Contributor of economic programs on Radio24, the radio network of "Il Sole 24 Ore", (2015-2019)

• Editor and Contributor of economic programs on Radio Capital, the radio network of GEDI – La Repubblica (2019- 2020)

• Davos World Communication Forum: keynote speaker, 2015

• Op-ed & Columnist for Il Foglio, La Repubblica – Affari & Finanza, Il Sole 24 Ore, Il Corriere della Sera – Corriere Economia, Milano Finanza – MF, Italia Oggi on economic analysis of banking, technology, media & telecommunications industries.

• Editorialist for Mondadori Group (Panorama, Donna Moderna) (2009-2011) and for Vanity Fair (2020-2021)

- Commentator for RAI TV / RAI News, Sky TG24, CNBC-Class TV International, Bloomberg Television on Italian economy and analysis of Italian corporations, with focus on technology, banking, media & telecommunications.
- Interviews and comments on CNBC International, The Economist, Time, Business Week, Wall Street Journal, Financial Times, New York Times, International Herald Tribune, Los Angeles Times, Reuters, Les Echos, Il Sole 24 Ore, The Guardian, ANSA, Il Corriere della Sera, La Repubblica, Il Giornale, Bloomberg Investimenti, Panorama, Espansione, Monocle, and other leading national and international newspapers and journals.
- Interviews on international TV and radio networks such as CNN, SkyTG24, Reuters, Bloomberg, TGCom24, Radio24, RaiNews, Radio RAI

Academic and professional experience with Listed Companies

Stock Exchanges

- United Ventures SGR Spa – Independent Director since 2015, half billion euro portfolio of high-tech start-ups.
- ELITE – Borsa Italiana / London Stock Exchange, strategy advisor for innovation in company information ecosystem, keynote speaker and moderator of ELITE Days, 2018
- ILPRA Spa (listed on Euronext Growth Milan - Borsa Italiana) - independent member of Board of Directors.
- LINDBERGH Spa (listed on Euronext Growth Milan - Borsa Italiana) - independent member of Board of Directors.
- STAV Spa (ELITE Company of Borsa Italiana) - independent member of Board of Directors since 2018
- ATOM Spa (ELITE Company of Borsa Italiana) - member of Board of Directors of several companies of Atom Group worldwide (Italy, US, India, UK) for 16 years, advisor for mergers & acquisitions.
- Buongiorno Vitaminic Spa, (Milan Stock Exchange: BNG.MI), advisory for the stock listing process and independent member of Board of Directors, Audit Committee and Remuneration Committee for 8 years. The company has been acquired in 2008 by NTT, a Japanese holding, with a valuation of 300 mI€.
- Poligrafica San Faustino Spa (Milan Stock Exchange: PSF.MI), independent member of Board of Directors, Audit Committee and Remuneration Committee for 15 years, supporting investor relations and supervising processes of mergers & acquisitions.
- Unione Editoriale Spa - advisory for the stock listing process (not completed) and independent member of Board of Director for 5 years.
- Reply Spa (Milan Stock Exchange: REY.MI) – independent member of Board of Directors, Audit Committee and Remuneration Committee for 11 years. The company has grown from approx. 500 employees, mainly in Italy, to approx. 7.000 employees, distributed in subsidiaries in all 5 continents. The market capitalization went from approx. 200 mI€ to approx. 1 bI€ (as of 2018). Reply is the best performing stock on Borsa Italiana in the past 10 years.

References as Speaker and Advisor

Strategy, Innovation and Change Management Advisor, moderator and keynote speaker for workshops and corporate events of major international corporations, associations and institutions (2000-2022):

Tech, ICT, Telco & Media:

Google, Microsoft, IBM, Hewlett-Packard, Oracle, CISCO, TIM/Telecom Italia, Kaspersky Italia, H3G, WindTre, Vodafone, Telekom Austria, Autodesk, Samsung, Alcatel-Lucent, Xerox, Canon, Parametric Technologies Corp., Siemens, Dassault Systemes, Compuware, Medallia, Board, PaloAlto Networks, ATS Software, VAR Group, SAS Institute, Sky TV/NewsCorp, Fox TV International Channels, RAI, RAI Com, MTV-Viacom, La7, DENTSU Aegis Media, WPP/MEC Media Agency, IGP Mediabrands, Board, IFI Consulting, VEEAM, MediaWorld, Tecniche Nuove, 27Names, Buongiorno Vitaminic.

Banking, Insurance & Payment Systems:

J.P. Morgan AM, Unicredit, Intesa San Paolo, Allianz Bank, Allianz Viva, Fineco Bank, Banca Monte Paschi di Siena, BPER Banca, Poste Italiane, Banca Mediolanum, Banca Sella, BNP Paribas-Cardif, Zurich Global Corporate, CartaSi, Keyclient, Istituto Centrale Banche Popolari, ING Bank, MoneyFarm, Credimi, SIA, Anthemis Financial Services Investments, Pramerica, Indosuez, London Stock Exchange/Borsa Italiana.

Pharma, Life Sciences, Food & Beverages:

Pfizer, Astra Zeneca, Sanofi Aventis, Zentiva, Boeringher, Bayer Monsanto, Novo Nordisk, Bracco, Chiesi Faramaceutici, Bristol Myers Squibb, Benkiser, Henkel, Kedrion, Medtronic, Pernod Ricard, Carlsberg, Heineken, Ferrero, Barilla, Birra Castello Pedavena.

Energy, Automotive & Transportation:

ENEL, ENI, Ferrari Auto, Toyota Italia, FIAT Auto, BMW, IVECO, DENSO, Magneti Marelli, Pirelli, SKF, Sabelt, Kuwait Petroleum, ENEL, IREN, Hera, Boeing, Hitachi, Alenia/Leonardo, General Electrics, AVIO Space, Lufthansa /AirPlus, Alitalia, SEA Aeroporti.

Management Consulting:

BCG, Ernst & Young, KPMG, Deloitte Consulting, CAP Gemini, Accenture, Methodos, European House – Ambrosetti

Consumer Associations

Euroconsumers, AltroConsumo, ADOC, Unione Nazionale Consumatori

References in Technology and Financial Services Industry

(System Integration, Software, Hardware,

Cloud, Banking, Finance, Insurance & Fintech)

- *VISA International/Italy: strategy advisory, contribution to international workshops*
- *Mastercard Italy: keynote speaker and contribution to workshops*
- *ABI Lab – Associazione Bancaria Italiana: scientific committee on banking innovation*
- *Unicredit – iFaber: advisory on Fintech, Supply Chain Finance*
- *Intesa San Paolo – advisory on fintech & innovation management*
- *SADIBA (National School of Bank Directors): research and essays on banking innovation*
- *FABI (Union of Banking Employees): advisory on bank organisation*
- *SIA-SSB / SIA Spa: strategy planning in payment systems*

- *NEXI (formerly CartaSi) – strategy planning in payment systems*
 - *Edenred / Ticket Restaurant: research and strategy planning in payment systems*
 - *Banca Mediolanum: strategy advisory, contribution to public events and workshops*
 - *BPER Banca: advisory on innovation strategy*
 - *BPM/WeBank: advisory on innovation strategy*
 - *Zurich Insurances Global Corporate: advisory on innovation strategy*
 - *Fineco Banca: contribution to public events and workshops*
 - *Accenture Financial Service Industry: advisory and contribution to public events*
 - *Deloitte Financial Services Industry: advisory and contribution to public events*
 - *Assicurazioni Generali, advisor on Fintech Strategy*
 - *MoneyFarm, keynote speaker for corporate events*
 - *Allianz Bank, strategy advisory and keynote speaker for workshop with financial advisors*
 - *Banca CF Plus Spa, keynote speaker for corporate events*
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