

FRANCESCA FIORE

experience

| | | |
|--------------|---|---------------------|
| | VODAFONE GROUP Plc | EUROPE |
| 2008 - today | Director of Terminals Southern Europe, member of the Vodafone Senior Leadership Team Responsible for managing the Terminals business in Italy, Malta, Greece, Albania and Romania in terms the selection of the portfolio of devices, the development of their commercial offers and the go to market activities. Also, responsible for the implementation of strategic and operational integration in Southern Europe. and for strategic projects at Group level e.g. negotiation of the iphone 4 contract, launch of the new DSL modem. | |
| 2003 – 2008 | VODAFONE OMNITEL N.V. Supply Chain Management Director, member of the Executive Committee Head of the commercial purchasing, sales administration, logistics, and technical assistance departments. Management of a team of 150 people across Italy and a 900 Million Euro purchasing budget. | MILAN, ITALY |
| 2001 - 2003 | Data-VAS Consumer Director Responsible for the development, launch, lifecycle management and overall performance of the messaging, multimedia and web access services for the Consumer market, representing 85% of company customer base. Developed the business from 6 to 14% of revenues, with annual growth rate of 20-40%. | |
| 2000 - 2001 | Vodafone Global CRM Program Director Led the development of a 3 year CRM plan for the Group to achieve world class results on customer management, customer satisfaction and retention. | NEWBURY, UK |
| 2000 - 2001 | e-business Director Launched and developed Vodafone Omnitel on line sales and e-care services, first in Europe. Achieved record level of 2 million registered customers and 10 million euro of revenues in one year. | |
| 1998 - 2000 | Customer Relationship Management Director for Consumer Market Responsible for managing the customer base and supporting the call centers with training programs/ tools and CRM systems. | |
| | MCKINSEY & COMPANY, INC. | MILAN, ITALY |
| 1998 | Engagement manager Managed the post merger integration between the two main subsidiaries of one of the biggest Italian insurance groups. | |
| 1995 - 1997 | Associate Member of consulting teams mainly working on sales and marketing issues in the telecom industry. | |
| 1994 | Summer Associate | |
| 1991 - 1993 | ODI ManEnt Consultant Member of consulting teams mainly focused on Total Quality Management issues and ISO 9000 certifications. | MILAN, ITALY |
| 1990 - 1991 | ODI Assistant to the Director of International Business Development Adapted Total Quality training programs for Italian clients. | BOSTON, USA |

education

| | | |
|-------------|---|----------------------|
| 2004 - 2007 | UNIVERSITA' DEGLI STUDI DI MILANO - BICOCCA Bachelor of Arts in Psychology. | MILAN, ITALY |
| 1993 - 1995 | HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION Master in Business Administration. Awarded Harvard Business School Fellowship. | BOSTON, USA |
| 1986 - 1990 | UNIVERSITA' DEGLI STUDI DI NAPOLI FEDERICO II Degree in Business Administration and Economics, summa cum laude. | NAPLES, ITALY |

others

- Native Italian, fluent English, conversational French and Spanish. Certified Italian Public Accountant.
- Awarded with the "Mela D'Oro" prize of the Bellisario Foundation in the Management category 2010.
- Awarded "Excellent Neapolitan in the world" from the Unione Industriali of Naples.