

CURRICULUM VITAE

Name: Fabrizio Sadun
Place of Birth: Rome, Italy
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PROFESSIONAL EXPERIENCE

Jun.25 – to date **GA Alliance – Global Legal & Tax Advisor**

Position: Senior Advisor for Public Affairs and Institutional Communication in Italy

Jun. 04 – May 25: **UniCredit spa**

Position: Head of Institutional Affairs in Italy (from 2008 up to 2020 also in Germany)
From June 2012 with the title of Senior Vice President

Job Description: This position has the responsibility of :

- 1- Creating and managing relevant relationships with Ministries, Parliamentary Commissions, Banking Associations, Business Associations
- 2- Management of lobbying activities on relevant issues for the Group
 - a. constantly follow Parliamentary and Governmental activities
 - b. monitoring of Legislative activities
 - c. management of all the advocacy activities (both at Government and Parliamentary level)
 - d. creation of executive summaries for the top management, containing evaluations on the impact of legal provisions on the Group
 - e. management of the internal advocacy committee

Nov. 00-May 04 : **UniCredit spa – dedicated to Vivacity Spa**

Vivacity was an Internet based business owned by UniCredit, created at the start of 2001. Its mission was to support the Bank in migrating its customer base to on-line banking services and also to assist the Bank target new customers. In January 2002, it became the largest city portal in Italy (3 times larger than its closest competitor), though the global investments had been 40% lower than forecast; in the same period (2001-2003) Unicredit's on line customers grew three times. In May 2004, the Company has been consolidated into Unicredit Bank

Position: General Manager

Job Description: Reporting directly to the Board, I was fully delegated to represent the Company on all legal and operational issues; I was responsible for developing the Company's business plan, and for managing its implementation, within approved guidelines.
Being a start-up, I have had to create the entire infrastructure of the business, including hiring and supervising 30 employees, defining and setting up internal control procedures etc.

Jun 97- Nov 00: **Bulgari Italia Spa**

Position: Marketing Director for Italy, Southern Europe, Middle East and Africa

Job Description: This position reported to the General Manager, and had the following main responsibilities:

- Manage all the communication activities within the Area (Advertising, PR Events etc.)
- Support the retail network (own shops, retailers and franchises) in their respective local marketing activities.
- Study and implement the Company's first ever Customer Retention Plan.
- Identify and implement new sales channels (internet, strategic partnerships etc.)

Mar 93-Jun 97: Cit Viaggi S.r.l.

Position: Marketing Manager

Job Description: This position reported to the General Manager, and had the following main responsibilities:

- Manage all the marketing and communication activities to support a retail network of 78 travel agencies in Italy
- Research and implement new products and services to acquire new customers and increase revenue from the existing customers.

Sept. 88 -Mar 93: American Express Company Spa

Position: Marketing Manager

Job Description: This position reported to the Marketing Director; I was responsible for all marketing activities to try and stimulate card usage by existing members (including the coordination of the magazine "Expression").
From Nov 1992, I was responsible for all New Cards acquisitions, reporting directly to the Vice President- Sales & Marketing

OTHER EXPERIENCES

Board Memberships: -Unione Industriali di Roma (then Unindustria Lazio) – from 2006 to 2012
- Consorzio Sapienza Innovazione – from 2006 to 2011
-ABI – Italian Banking Association – from 2016 to 2025

Other Associations : -Febaf (Banking Insurance and Finance Federation) – member of two permanent working groups on credit and corporate capitalization – from 2015 to 2025

-Fondazione Canova Club Roma – member of the Executive Committee – from 2024 to date

EDUCATION

Academic Qualifications: -Degree in Economics (1988) from University of Rome "La Sapienza".
Course on Information Techniques and The Theory of Opinion(85/86).
Baccalaurate in Classics from Liceo T. Lucrezio Caro.

Training courses: Project Management
Analytical and Creative Thinking Skills
Quality Through People
Direct Marketing Skills
Business Presentation Skills
Sales & Management

Other languages: English – good knowledge, both written and spoken.
French - basic

Autorizzo il trattamento dei miei dati personali ai sensi della legge 675/96