

## DE BIASI GIUSEPPE

### EXPERIENCE

#### **RETAIL GREATER CHINA GENERAL MANAGER**

January 2020 – today, Shanghai (China)

Reporting to the Head of EssilorLuxottica Greater China I am the country manager for retail Greater China region including Mainland China, Hong Kong and Macau. We have 250 stores divided into 3 main brands: LensCrafters stores, Ray-Ban monobrand stores and Sunglasshut stores. Reporting to me there are: sales director for Mainland, sales director for HK region, Operations and Product director, HR director, Marketing director, Business Development director and CFO. Total top line for our business is 130M Euro. (2019 data).

Main strategic objectives: focus on store productivity, define and implement a new business development strategy, localize marketing messages to penetrate Chinese market.

#### **RETAIL EMEA & GREATER CHINA SALES AND OPERATIONS DIRECTOR, LUXOTTICA**

January 2019 – December 2020, Milan (Italy)

Reporting to the Head of Retail EMEA & Greater China I am responsible for sales and operations in the region. The main accountabilities are target setting and incentives, people management, implementation of standards and best practice sharing. I have 4 direct reports in Milan responsible for reporting and PMO activities and functionally in every market I have a reporting line to the operations director and the sales director of the market.

Management of franchising business in MENA and India.

#### **RETAIL EMEA INTEGRATION DIRECTOR, LUXOTTICA**

March 2018 – December 2018, Milan (Italy)

Reporting to the Head of Retail EMEA I was responsible for retail operations PMO activities to support the integration between different functions.

Management of franchising business in MENA and India.

#### **ASIA OPERATIONS DIRECTOR, LUXOTTICA**

January 2015 – February 2018, Dongguan (China)

Reporting to the Luxottica COO I was the head of the industrial site of Luxottica in Asia, Dongguan. My direct reports were: one manufacturing director responsible for 6 plants (10.000 persons), one engineering director (400 people), one logistic director (600 people), other support functions.

#### **LEAN SYSTEM DIRECTOR, LUXOTTICA**

October 2013 – December 2014, Agordo (Italy)

Reporting to the Luxottica COO I have supported the implementation of Luxottica Lean System in Luxottica Operations. Main accountabilities were PMO for special projects, best practice sharing mechanism, standards implementation across the different manufacturing operations of Luxottica worldwide.

#### **WHIRLPOOL OPERATIONS CENTER OF EXCELLENCE, WHIRLPOOL**

June 2012 – September 2013, Varese (Italy)

Reporting to Whirlpool VP Operations I was responsible for a central engineering team (100 people) accountable for projects in the Whirlpool Factories in EMEA. Main accountabilities of my team were industrial footprint projects, introduction of new processes, industrialization of new products, set up and assessment of lean standards, compliance management, manufacturing IT support systems management and implementation. The team included a tool shop producing tools for metal stamping.

#### **STRATEGIC PLANNING AND SPECIAL PROJECTS DIRECTOR, WHIRLPOOL**

June 2011 – May 2012, Varese (Italy)

Reporting to Whirlpool VP Operations I was responsible for special projects related to Manufacturing of Whirlpool EMEA. Main projects: Supply base co-location to improve cost and synergies, Industrial consultancy for JV plans (MENA region), Industrial footprint analysis and implementation.

#### **PLANT DIRECTOR, WHIRLPOOL**

April 2009 – May 2011, Wroclaw (Poland)

Reporting to Whirlpool VP Operations I was the director of dishwashing plant in the Wroclaw manufacturing industrial site of Whirlpool Europe. (500 people).

#### **INDUSTRIAL OPERATIONS MANAGER, WHIRLPOOL**

April 2005 – March 2009, Poprad (Slovakia)

Reporting to Plant Director I was responsible for the production and the industrial engineering activities of the washing machine factory of Whirlpool Europe in Slovakia. (1200 people).

#### **INDUSTRIAL ENGINEERING MANAGER, WHIRLPOOL**

January 2004 – March 2005, Wroclaw (Poland)

Reporting to Plant Director I was responsible for the industrial engineering activities of the dishwashing factory of Whirlpool Europe in Poland. (30 people).

#### **PROCESS ENGINEER, WHIRLPOOL**

November 2001 – December 2003, Varese (Italy)

My main responsibilities were industrial processes right sizing, factory re-layout, MTM analysis for assembly lines right balancing. By the second half of 2002 I have been assigned to a special project managing the start-up of the dishwashing factory in Poland.

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#### **FORMAZIONE**

**LICEO CLASSICO PAOLO SARPI – BERGAMO (ITALY) (1991-1996)**

**POLITECNICO OF MILAN - ENGINEERING DEGREE – MILAN (ITALY) (1996 – 2001)**