

CURRICULUM VITAE

Pier Luigi Celli

Born in Verucchio (Rimini) - 8/7/1942

Married - 2 children

Degree in Sociology (Trento) - 110/110 (cum laude)

Specialising in Psychology and Philosophy

Languages: English, Spanish and Portuguese

Work experience:

- 1968/1977 Head of Studies Office at BOLZANO DEPARTMENT OF INDUSTRY and Manager of 5 Professional Training Centres
- 1978/1982 SNAMPROGETTI (ENI Group): Project Manager and Site Manager in Algeria, Angola, Libya (with a budget of several tens of millions of dollars)
- 1982/1993 ENI
Firstly, as Managerial and Organisation Training Manager.
Then as Development and Compensation Manager.
Finally, as Deputy Central Manager of Personnel and Organisation (with responsibility for 8,500 Group managers and the career development of 20,000 junior officers and other talents).
- July 1993/
August 1994 RAI Radiotelevisione Italiana: Head of Personnel, Organisation and Systems
- 1994/1996 OLIVETTI Group:
Firstly as Head of Personnel and Organisation of OMNITEL, building up the Company from the start to the launch of operations: took on 2,000 people in one year.
Then as Central Manager of Personnel and Organisation of OLIVETTI (36,000 employees)
Member of the Board of OLIVETTI Personal Computers and OLIVETTI Lexicon
- August 1996/
February 1998 ENEL: Head of Personnel and Organisation (100,000 employees).
Implemental in unbundling and in setting up WIND
- February 1998/
February 2001 RAI: General Manager
Implemented the divisionalisation of the firm; setting up of 8 companies; the first agreement with privately-

owned businesses and their admission to the capital of an associated company (RCS in RAISAT); admittance to Telepiù; two RAI/private business joint ventures (with RCS and E.BISCOM); the joint venture with CANALPLUS to distribute films in Italy.

March 2001/

June 2002

IPSE 2000: Executive Chairman.

Built up the Company (800 people) in 5 months and made it operational from November 2001.

September 2002/

April 2005

UNICREDITO ITALIANO: Head of the Corporate Identity Department

Unit which includes external relations and press, the corporate environmental report, brand coordination and publicity, institutional relations, in-house communication, the relationship with the territory [Italy] and Fondazione Unidea.

Implemented the training project involving the 6 Banks in Italy.

May 2005

LUISS 'GUIDO CARLI' UNIVERSITY

Managing Director and General Manager

The author of many books published by leading publishing houses, as well as many essays and articles.

Has been Lecturer in Industrial Organisation at the Faculty of Political Sciences, Cagliari and at the Faculty of Economics and Business at LUISS University.

Has held the Chair of Cultural Institutions at the Università Cattolica (Milan).

Was Scientific Director of the "Ducati/Ferretti" Corporate Master's at Alma Graduate School, Bologna.

Was a member of the Advisory Board of Sda-Bocconi.

Works with the Alma Graduate School at the University of Bologna.

Is Honorary Chairman of the Italian Institute of Philosophical Studies, Naples.

Was a member of the Board of Directors of Hera Spa, Messaggerie Libri.

Is a member of the Advisory Board of B.T. Italia

Is a member of the Board of Directors of British American Tobacco, Illy Caffè, Emmelibri and Unipol.

Is a member of the Steering Committee of the Accademia delle Scienze di Medicina Palliativa and Chairman of the Ethics Committee for the Istituti Fisioterapici Ospitalieri, Rome.

Signed

Pier Luigi Celli

March 2009