

Gianluca Mazzantini

IN SHORT

- Accomplished CEO with a proven track record of leading **mergers & acquisitions**, **reorganizations**, and **global expansion initiatives** within **large multinationals** - also dealing with family members of family-controlled, publicly traded corporations -, and possessing deep expertise on the topics of the highest value to **mid-sized companies**, including an experience as business owner
- As the **CEO of the Wire, Cable & Accessories Division** (\$2.900M in revenue and 9,500 employees) of **Elsewedy Electric Group**, initiated and spearheaded the transition from a group of separate companies to a unified entity. In detail, implemented a new centralized organizational structure and management system - encompassing hierarchy, decision flows, KPIs, data collection, processes, management tools -, along with M&A activities, while also undertaking a significant cultural transformation to address cultural resistance, which was rooted in a strong family presence and a prolonged lack of dynamism within the company
- As the **CEO of Prysmian's Automotive B.U.**, initially strengthened the Company's global leadership in the cable and wire industry by leading the acquisition and merger of Draka. Subsequently, managed a second pivotal strategic move involving the acquisition and merger of General Cable, that further solidified Prysmian's status as a global leader, resulting in a BU's revenue of €850M and a workforce of 2,300 employees

KEY FEATURES

- **Strategic Leadership:** setting the company's strategic direction and long-term vision; adapting strategies in response to changing market dynamics and local culture; formulating and implementing plans to achieve growth and profitability goals
- **Financial Acumen:** overseeing financial performance, including revenue, expenses, and profitability; managing financial resources effectively, including budgeting and resource allocation; assessing and mitigating financial risks
- **Investments, Joint Ventures and M&A:** identifying potential investments, collaborations and M&A opportunities that align with the company's strategy; leading due diligence efforts to evaluate target companies; overseeing integration efforts post-acquisition to ensure a smooth transition, and compliance with legal and regulatory requirements
- **Innovation, Technology Integration, Digital Transformation:** promoting a culture of innovation and adaptability within the organization; embracing and leveraging new technologies and digital transformation opportunities to enhance process capabilities over time, including among other things, operational efficiency, quality, process stability, process simplification, and customer data integration
- **Change Management:** leading organizational change initiatives, including restructuring and reorganization efforts; managing and mitigating resistance to change among employees; ensuring smooth transitions during restructuring phases; identifying and retaining effective practices and processes
- **Talent Management:** attracting and retaining top talents, and developing and nurturing a strong executive team through team support and empowerment of individuals; ensuring a diverse and inclusive workplace culture

WORK EXPERIENCE

MIALGA CONSULING as **MANAGING PARTNER** - Paris, France **2023 - NOW**
K4G ADVISORY HUB as **PARTNER** - Milan, Italy - www.k4gadvisory.com
Independent business advisory firms

- Focused on defining and implementing 3-5 year development plans
- Currently engaged in the execution of strategic projects for leading international companies in the energy transmission and storage sector

ELSEWEDY ELECTRIC GROUP - Cairo, Egypt - www.elsewedyelectric.com **2020 - 2023**
Egyptian multinational electrical company, listed on Egyptian Exchange (EGX)

CEO & SENIOR VICE PRESIDENT - WIRE, CABLE & ACCESSORIES DIVISION based in Cairo, Egypt

- Fully responsible on all functions and for the global P&L of a Division with a turnover of \$2.900M and 9,500 employees across 15 companies for production, development and commercialization of cables & wires, copper rod, PVC compounds, insulator, and joint & termination, located in Egypt, Qatar, KSA, UAE, Algeria, Sudan, Ethiopia, Tanzania, and commercially active on the entire globe (Africa, middle east, Europe, Americas, Asia)
- In order to streamline operations and enhance efficiency, asked by the Board to initiate and drive the transition from a federation of companies to "one company" thanks to a new centralized organization and management system.

Furthermore, responsible to define and implement strategic plans for all companies with specific focus on growth through organic development and strategic M&A

- Among other projects: developed a set of initiatives aimed at reducing working capital and increasing cash generation in support of M&A activities; created a new project of Carbon footprint, starting from implementation of a specific data collection system and establishing a road map to achieve a 33% reduction in CO2 emission by 2028
- Main results: 30% volumes increase 2022 Vs 2020 with a corresponding 43% EBIT increase

PRYSMIAN GROUP - Milan, Italy - www.prysmiangroup.com

2006 - 2020

Italian multinational company that manufactures cables for energy and telecommunications, listed on Milan Stock Exchange

CEO - AUTOMOTIVE BUSINESS UNIT	from 2014 to 2020	based in Milan, Italy
SALES DIRECTOR & <i>INTERIM</i> CEO - AUTOMOTIVE BUSINESS UNIT	from 2013 to 2014	based in Wuppertal, Germany
SALES DIRECTOR - AUTOMOTIVE BUSINESS UNIT	from 2011 to 2013	based in Wuppertal, Germany
BUSINESS DIRECTOR - AUTOMOTIVE & BRANCHEMENT BUSINESSES	from 2006 to 2011	based in Paris, France

[2014-2020] CEO, AUTOMOTIVE BUSINESS UNIT (Milan, Italy)

Draka's acquisition and merger with Prysmian Group, 2014-2018:

- In 2014, asked to drive the acquisition of Draka, a strategic move that strengthened Prysmian's position as a global leader in the cable and wire industry, and allowed Prysmian to expand its product offerings and global reach. As a CEO, overseen a €400 million turnover and managed a workforce of 1,100 employees across Mexico, Brazil, China, Philippines, Tunisia, Germany, and the Czech Republic. During my tenure from 2014 to 2018, achieved a 38% increase in EBITDA and a 13% increase in Variable Contribution Margin
- In particular: appointed a new COO and CCO as part of the reorganization; strengthened central R&D activities and introduced new local engineering capacity in each plant; created a new role bridging R&D and Commercial teams to enhance responsiveness to market demands; established a central laboratory in Eastern Europe to support global R&D and Quality activities worldwide, reducing external laboratory costs and speeding up time to market; implemented a new logistics organization to meet "just in time" requirements from Automotive customers; acted as the direct interface with the European Working Council during the European footprint reorganization; rolled out a global industrial best practice process to enhance production efficiency and reduce variable costs
- Furthermore, as part of a broader reorganization, restructured production footprint in Europe, including the closure of the French factory dedicated to Automotive, with capacity relocation to the Czech Republic and reductions in direct transformation and fixed costs

General Cable's acquisition and merger with Prysmian-Draka Group, 2018-2020:

- In 2018, asked to drive the acquisition and merger of General Cable, which allowed Prysmian to expand its reach across the US, for a total BU's revenue of €850M and 2,300 employees across 9 factories in US, Mexico, Brazil, China, Philippines, Tunisia, Germany, Czech Rep.
- In particular: conducted first-line reorganization to better support the new acquisition and integration process; integrated General Cable's Automotive B.U. into the Prysmian-Draka organization, including the new acquired Harness activity; implemented a unique accounting and controlling system to support the development of the new group; launched a new marketing activity and commercial organization to better support the penetration of the new entity, while keeping the Prysmian, Draka, and General Cable brands

[2013-2014] SALES DIRECTOR & *INTERIM* CEO, AUTOMOTIVE BUSINESS UNIT (Wuppertal, Germany)

[2011-2013] SALES DIRECTOR, AUTOMOTIVE BUSINESS UNIT (Wuppertal, Germany)

- Following the growing importance of the Automotive Business, worked as Sales Director with responsibility on worldwide Strategy, worldwide Price Policy, Variable Contribution Margin & EBITDA, and on the adoption of the new global controlling system
- In particular: reorganized the commercial structure to gain a deeper understanding of market deployment by Area, Country, and Product family; allocated new industrial capacity (investments), with a specific focus on fast-growing areas; oversaw the reorganization of existing production capacity across Continents following a defined strategy
- Furthermore, served as *Interim* CEO of the Automotive Business Unit for a period of 14 months

[2006-2011] BUSINESS DIRECTOR, AUTOMOTIVE & BRANCHEMENT BUSINESSES (Paris, France)

- Board member of a Tunisian J.V. with "Tunisie Cables" for the Automotive Business, and Board member of Eurelectric Tunisia for the Branchement Business, overseeing a total turnover of €130M across 6 factories in Brazil, Turkey, France, Tunisia, and Romania
- Main achievements: 35% sales growth from 2009 to 2011 thanks to new investments and factories specialization to support a new commercial strategy (Automotive Business); 45% sales growth from 2009 to 2011 thanks to penetration in East Europe market, commercial reorganization and new production investment in Romania (Branchement Business)

CARENA CAVI SRL - Vigevano, Italy

2000 - 2006

Low voltage energy cables

PRESIDENT AND MANAGING DIRECTOR / MAJOR SHAREHOLDER

- Fully responsible for all company functions (40 employees) and for the global P&L, with a particular focus on expanding the business into new international markets, including France, where Carena became the first non-French supplier to sign a three-year contract with EDF
- Achieved a turnover growth from €3.5M in 2000 to €15M in 2005, and increased sales by 300% also aligning production capacity with sales

Italian multinational company primarily known for manufacturing tires and involved in other related industries, listed on Milan Stock Exchange

PLANT MANAGER	from 1999 to 2000
PLANT PROCESS ENGINEERING MANAGER	from 1998 to 1999
PLANT INSULATION DEPARTMENT MANAGER	from 1997 to 1998
PROCESS ENGINEER - H.Q. MANUFACTURING OFFICE	from 1997 to 1997
PROCESS ANALYST ON TPM IMPLEMENTATION	from 1996 to 1997

- Initially, based in the plant of Settimo Torinese and with a focus on the production of tires for industrial vehicles, responsible for various teams in set-up time reduction and continuous improvement efforts, during the TPM AWARD of the factory by J.I.P.M. institute
- In 1997, within the Cable Business, member of the team responsible to implement a new system of industrial accounting across all the Italian plants, and for leading various continuous improvement groups located on different factories in Italy
- Later, worked as Insulation Department Manager at the factory in Battipaglia (telecom copper cables), and Process Engineering Manager and Production Manager at the factory in Quattordio (low and medium voltage energy cables, 3 shift per day 7 days per week)

EDUCATION AND TRAINING

2014 **ADVANCED LEADERSHIP PROGRAM** (2-year program) *SDA Bocconi School of Management, Milan, Italy*
1997 **DEGREE IN INDUSTRIAL ENGINEERING** with major in **ECONOMICS** *Polytechnic of Milan, Italy*

Most relevant insights:

MERGERS AND ACQUISITIONS | CULTURAL INTEGRATION | LEADERSHIP ALIGNMENT | RESTRUCTURING & REALIGNING OF B.U. AND REPORTING LINES | TECHNOLOGY INTEGRATION | AUTOMATION IN OPERATIONS | CHANGE MANAGEMENT | PERFORMANCE METRICS | DATA AND INFORMATION SHARING | TALENT MANAGEMENT | SUSTAINABILITY AND ESG | ENERGY TRANSITION | TEAM BUILDING

ADDITIONAL INFORMATION

LANGUAGES Near-native in English and French, and native Italian speaker
SPORTS/HOBBIES Sailing, motorbike & car, golf, skiing, tennis, diving, photography

I express my consent for the processing of my personal data according to the Data Protection Act and the EU Regulation 2016/679 (GDPR)