

CURRICULUM VITAE OF MR. FRANCESCO VASAPOLLO

1. **Family name:** Vasapollo
2. **First names:** Francesco
3. **Nationality:** Italian
4. **Civil status:** Married
5. **Education:**

Institution (Date from – Date to)	Degree(s) or Diploma(s) obtained:
Logica UK 2001	Top Management Consulting skills course – Telcos update course.
Goethe Institute Turin 1974	German language proficiency
Modesto junior college 1971	Bachelor degree In Business Administration
Amedeo Avogadro, Istituto tecnico of Turin 1967	Telecommunications diploma
Oakdale High School California. American Field Service Scholarship award 1965	American Diploma

7. Language skills: Indicate competence on a scale of 1 to 5 (1 – excellent; 5-basic)

Language	Reading	Speaking	Writing
Italian	1	1	1
English	1	1	1
French	1	2	3
Danish	2	3	5
Spanish	3	2	3
German	2	2	2

8. Other skills:

Full computer literacy and deep knowledge of innovative high tech products, fast reader and learner, strong commercial attitude, general networking and software language skills.

9. Present position: ICT Strategic Consultant, E-business and e-governance expert, International business developer for SME sector.

10. Years within the firm: 4

11. Key qualifications: (Relevant to the project)

- 34 years of general working experience. 31 years of project management experience in senior management positions. More than 6 years of senior project management in e-business development projects including CRM, e-CRM, B2C, B2B, B2E, CMS and Knowledge Management solutions;
- Experience in EC-Funded projects in transition countries especially targeted to ICT sector and SMEs;
- Significant experience in design and implementation of a variety of e-portals and ICT applications in Banking, Insurance, Transportation, Utilities, Government and SME sectors;
- More than 31 years of experience in dealing with government authorities for complex projects in ICT and other industries;
- More than 6 years of experience in designing E-Government solutions focused on public portals offering services to persons and SMEs;
- In depth expertise in the area of Customer Relationship Management by participating to different projects for Insurance companies, Banks, Telcos, Utilities and Public/Governmental organisations.
- Expert turnaround manager, capable of restructuring companies that are facing significant challenges. His particular skills cover the management and integration of the commercial and technical functions. Proven track record of achievements in the financial services, automotive and high technology industries.
- Experienced/inborn and determined negotiator. Significant competence in negotiating with state-owned companies, where success was measured by contractualizing profitable alliances/agreements/orders. Some achieved

goals/customers were: Enel, Ferrovie Italiane, AMN, Snam, Eni, Nira, Telecom Italia, Regione Sardegna, State Railways in Slovenia, Serbia and Macedonia; Copenhagen “Belysning” (Energy & utilities state owned in Denmark).

- Eastern Europe Market opener, managing to bring export sales shares up to 30% of total turnover.
- Experienced facilitator, supporting either young executives or management teams.
- Startups and SME Foundation & their management by applying innovative concepts and new business models. Development of relevant business plans; deployment of the action plans and monitoring activities;
- Covered with success the position of managing director and general manager for some international company subsidiaries in Italy and abroad, for more than 25 years.
- Seasoned executive trainer/team builder in the fields of Marketing & Sales, Business models creation, planning and management, international lectures & seminars.
- Relevant experience in selecting, training and managing young analysts’ teams as a Management Consultant & Project Leader.
- The various managed international projects regarded mostly innovative approaches to the mobile telephony business, financial services offering, business portals design, Customer relationship management implementation in call center and web. Some of them are:

Client	Date from – Date to	Project value (Euro)	Short project description
Abbey National(Logica)	2001	300.000 £	Mortgage on line portal service design & Implementation.
Kuwait State (Logica)	2000	Confidential	Kuwait electronic project. Electronic & mobile commerce for Kuwait Government. (Private & Confidential.)
Istituto San Paolo (Logica)	2002	500.000 E.	On line bank/financial services. CRM strategy, design & execution.
Postbank (Logica)	2001	300.000 D.F.	On line financial products portal service design and development.
Dutch Railways (Logica)	2000	600.000 D.F.	Design and implementation of the The Royal Dutch Railways Portal.
Winterthur (Credit swisse)	1997-1999	3 million	Th ehuge project regarded the merging of 5 different insurance companies, the design & implementation of the Claims services department through a call center and the web.
Audatex (Swiss Re)	1993-1997	4 million	Design, implementation and maintenance of a full automobile spare parts online database, delivering in a split of a second , through a network of As/400’s, all pertinent data to claims departments of Italian insurance companies, assessors, body shops, car producers.
Software Solutions	1992-1993	250.000 E.	Agents/distributors project study and Survey for the European market
Italian Software Agency(Isa)	1990-1992	300.000 E.	Development of a Case Software Export Sales planning/organization/execution. The mission to boost sales in 12 months was accomplished.
Saipem (Erico)	1975-1986	3 Million E	Cathodic grounding of all piping projects in the world.
Impregilo (Erico)	1979-1983	2 million E	Big Constructions splicing sub-projects in Italy & abroad.
CCN(State owned nuclear power station consortium) (Erico)	1982-1986	6 million E	Montalto di Castro nuclear power station . Grounding and Splicing of all the job-site, containment walls, related buildings.
Enel (Erico)	1975-1986	5 million E.	Supplier & project leader in the designing and renewing of the grounding system of all Italian Enel setup & facilities.
Jugoslavia Railways (Erico)	1979-1984	3 million Euros	Signalling and electrification of the Jugoslavian railway network
Ferrovie Italiane (Erico)	1978-1986	7,5 million E.	Signalling and electrification of the Italian railway network

12. Specific experience in the region:

Country	Date from – Date to
Egypt	2006
Croatia	2004-2005
Finland	2004

France	2004-2005
Luxembourg	2004
Amsterdam Holland	2004
Czech Republic	2004
Slovenia	2001
Slovenia, Croatia	1975-1986
USA	1979
Switzerland	1985-1986
Greece Turkey	1977-1979
Denmark	1974-1975
Holland	1973-1974
London UK	1971
USA	1967-1971
USA	1964-1965

13. Professional experience

Date:	2002 – today	Location:	Italy
Company:	Digital Age Promoting Services	Position:	ICT Strategic consultant & Business developer - Co-Founder
Description	Among different activities and achieved goals he worked out the foundation of the newco TelePremium and TelePremium Services; the selected team has managed to develop a new business model based on interactive television customer driven content delivered to the audience through Interactive TV broadcasting platforms. During his two years as CEO of above company he established a very strong reputation in the Italian market, won an important contract with the Regione di Sardegna and developed important international alliances.		

Date:	2006	Location:	Egypt
Company:		Position:	
Description	Senior ICT Consultant within the EC-funded project “Improve the International competitiveness of 50 Egyptian ICT companies”. The panel was including SMEs and medium to large enterprises. The contracting company was Iotech Srl.		

Date:	2004-2005	Location:	Croatia
Company:		Position:	
Description	Negotiations & foundation of Premium East Europe, Mobi4tv. I signed alliances with local ICT dealers, PSC, Pakom and Telecom/Mobile companies. I covered the position of Board member & Management Team Senior Advisor.		

Date:	2004	Location:	Finland
Company:		Position:	
Description	Contracting for exclusivity of content management platforms Saraxa, Oplayo & Cardinal.		

Date:	2004-2005	Location:	France
Company:		Position:	
Description	Miptv Exhibition negotiating contents exclusivity for ITV/Web/mobile platforms.		

Date:	2004	Location:	Luxembourg
Company:		Position:	
Description	Founded newco "TBA" for the distribution of digital content all over Europe.		

Date:	2004	Location:	Amsterdam Holland
Company:		Position:	
Description	IBC Exhibition negotiating for content & platforms.		

Date:	2004	Location:	Czech Republic
Company:		Position:	
Description	Premium Services Seminars & ITV/Web/Mobile contents negotiations		

Date:	2001	Location:	Slovenia
Company:		Position:	
Description	Implementation of the EC-funded project "SME Strategy" (Phare CBC Slovenia/Italy), for the phase related to the creation of the promotion/information network (Intranet + Web portal) to support the start-up and operations of the Euro Info Center SI753 Koper (SLO).		

Date:	1975-1986	Location:	Slovenia, Croatia
Company:		Position:	
Description	State owned companies negotiating & contracting in Zagreb,,Belgrade, Skopje.		

Date:	1979	Location:	USA
Company:		Position:	
Description	Solon Ohio "Cadweld Splicing innovative technology" seminar		

Date:	1985-1986	Location:	Switzerland
Company:		Position:	
Description	ICT Turnaround manager, trouble shooter contracting with Computec Sa acquired after my intervention to IBM Switzerland.		

Date:	1977-1979	Location:	Greece Turkey
Company:		Position:	
Description	Sales & Marketing plan. Agents and distributors appointments.		

Date:	1974-1975	Location:	Denmark
Company:		Position:	

Description	Erico Products Sweeden Marketing manager contracting with Hans Persoon Ceo of Erico Sweden. I developed market in Denmark and South Sweden.		
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Date:	1973-1974	Location:	Holland
Company:		Position:	
Description	Erico Products Sales Engineer		

Date:	2000-2001	Location:	Holland
Company:	Logica Consulting De Meern	Position:	Senior Consultant
Description	He participated in the project management and development of the following portals: Abbey national, Kuwait, IBI, Postbank, Royal dutch. Great stress was poised on E-Commerce and M-Commerce,(b2b, b2c, b2e, b2m) more specifically in the financial & utilities services industry and e-government. Sms interconnection/interoperability agreements development in Europe was key to the success of the mobile portals. He participated to other important mobile projects, communities and speeches in the area of MVNO agreements developments and feasibility studies, Banks and Telco convergence research and presentations, financial services distribution between banks and insurances, smart card payment systems, T-Services payments, CRM and e-CRM, Co-Branding and Marketing.		

Date:	1997-1999	Location:	Italy-Switzerland
Company:	Winterthur Credit Swiss	Position:	Management Team Consultant
Description	He was involved in the merging process of different insurance companies into the New Winterthur insurance company now Aurora. he was the project leader of the Call center and the on-line claims services portal project, sharing responsibilities and targets with McKinsey, Andersen consulting and Credit Swiss managers. The call center and the online portal were completed as planned.		

Date:	1993-1997	Location:	Italy
Company:	Audatex Swiss Re	Position:	Managing Director
Description	With Swiss management support he gave way to the opening of the Italian subsidiary in Milano. He selected, hired and trained a team of 25 people. He designed and implemented the complete automobile spare parts online database, delivering all pertinent data to claims departments of Italian insurance companies, assessors, body shops, car producers. He managed all strategic relations with most insurance company managers and shareholders.		

Date:	1987-1992	Location:	Italy-Switzerland
Company:	Isa, Software Solutions, Newtec, Memtech, and a few others.	Position:	International Sales Director ad interim
Description	The objectives defined in concert with the management were related with the reorganization of the Sales & Marketing units, the appointing of new agents and distributors all over Europe, Middle East, Australia and America. The results have been a considerable increase of business share in those market and the magnification of the bottom line results much appreciated by the shareholders.		

Date:	1986-1987	Location:	Switzerland
Company:	Computic	Position:	General Manager
Description	Developed sales within the region, mainly with private & state owned schools.		

Date:	1974-1986	Location:	Holland- Denmark- Sweden- Italy
Company:	Erico Products Solon Ohio	Position:	Sales engineer, Marketing manager, Sales Manager, General Manager of Italian subsidiary

Description	12 years experience with same Multinational company filling all posts starting as a sales engineer and reaching after 6 years the position of managing director of the Italian subsidiary. Responsibilities covering foundations of setups in Denmark & Italy, selection and training of sales teams. Territories encompassed sales in Denmark, Italy, Ex Yugoslavia, Turkey, Malta, Tunisia. In a few years ERICO Italia reached the highest ROI in Europe among all subsidiaries in Europe.
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Date:	1972-1974 English and Executive Trainer	Location:	Turin
Company:	IPSEIT CENTRO ITALO SVIZZERO	Position:	Vice President
Description	VP of training services at International management school. English and BA courses to executives. He was the confidential tape translator of Mr. Giovanni Agnelli (Founder of FIAT automotive and financial group).		

14. Other relevant information

Publications:

He published an enormous amount of articles and participated in many seminars and presentations as key speaker. Some of the more interesting articles and seminars were:

- Clash of the titans: “The battle for an increased share of customer revenue” There will be an increasing overlap of products and services offered by traditional industry categories - in particular Banks and Telco’s.
- CRM in Retail financial services. ”The invisible customer” The business imperative will be retaining profitable customers, identifying the Business objectives.....
- XCRM strategy “Integrating xchannels for customer relationship management” Customers are different and changing, your business is different and changing, new value models are emerging, with battles over ownership, founded on customer relationships. A complex network of partner relationships must be enabled. It has yet to be decided who will win customers’ trust....
- Maximizing customer recruitment and retention through CRM. “ What our clients really want from CRM.” The new Catch-all corporate solution, but there is an increasing sense that reality is very different.....
- Helping Telcos to evolve a new approach to their customers. “Why traditional segmentation is a poor tool for targeted marketing”
- CRM Confusion or confusing? “CRM has become a “must have technology” much confusion still resides in the market-place.....
- Integrating physical and virtual channels: Madrid presentation 2001.
- UMTS: understanding the billing challenge
- CRM fails...”What to do?”
- Developing customer intimacy. “All businesses must face the prospect that each product or services, no matter how sophisticated, will sooner or later become Commoditised, bought as a generic item by customers who are interested in little beyond price and quality and so will be largely indifferent about who supplies it... .

Others:

- Special analysis capabilities that allow him to determine and solve complex problems;
- Prompt observer and strong ability in stimulating interest, collaboration, action;
- Vast knowledge of following sectors: electronics, ICT, networking, Wi-Fi, Data transmission, Data Base Management, Security and Interactive TV;
- Significant ability to negotiate and promote business at international level especially in the SME sector.