

## **Barbara Poggiali – Member of the Board of Directors**



Trained at the Massachusetts Institute of Technology (MIT), where she obtained a Science Bachelor (S.B.) in Materials Science & Engineering in 1984, a Master of Science (M.S.) in Materials Engineering in 1985, and a Doctor of Philosophy (PhD) from the Sloan School of Management & Materials Engineering in 1987.

She started her career in Milan, first with McKinsey & Co. and then with Bain & Co. From 1995 to 2000 she worked at Omnitel (now Vodafone Italy), serving as Director of the Consumer Division and Director of Strategy and Development. After her experience in Omnitel, she took up the position of Chief Operating Officer at E. Biscom S.p.A. (now Fastweb) until 2002, then of Group Director (Mobile) at Cable and Wireless, PLC. U.K. from 2003 to 2004 and, subsequently, of Chief Development Officer at RCS Mediagroup S.p.A. from 2004 to 2008.

From 2009 to 2011, she served as CEO and General Manager of Dada S.p.A., and from 2014 to 2017 as Strategic Marketing Director of Poste Italiane S.p.A. and Chairwoman of PosteMobile S.p.A. Between 2019 and 2020 she was Managing Director of the Cyber Security division of Leonardo S.p.A. Over the years she has held, and still holds, several positions as non-executive director in various companies. She also sits on the Board of Governors of Bocconi University.