

Fabrizio Ferri

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Profile

- CEO and senior business development executive with 16 years of international experience including China, USA and Europe. Wide industry knowledge in Automotive, Oil and Gas, Heavy Lifting and Shipbuilding. Long established experience in managing senior-level relationships with high profile clients and government institutions. Proven results in entering and developing new markets. In current role negotiated and signed a Joint Venture Agreement to build the first cruise ship made in China and contracts for 6 cruise ships to be built in China, \$5 Billion USD value.

Executive Competencies

International Business Development • P&L Management • Capital budget definition • Market Entry Strategies • M&A • Multicultural Leadership • Contracts negotiation

Professional Experience

FINCANTIERI SPA September 2012 – Present
Worldwide leader in shipbuilding. € 5,5 Billion revenues. 20.000 employees.

Head of APAC Region—Shanghai, China December 2018 – Present

- Responsible for the strategy and the business development of Fincantieri Group across APAC region.

Board Member CSSC-Fincantieri Cruise Industry Development December 2016 – Present

- Joint Venture between Fincantieri and CSSC to build the first cruise ship ever in China.

CEO Fincantieri China—Shanghai, China November 2014 – Present

- Negotiated and signed a JVA with CSSC and Carnival Corporation to build the first cruise ship in China.
- Created a new business model: technology licensing, royalties scheme and consulting service structure.
- Negotiated a ship contract for the construction of 6 ships to be built in China, \$ 5 Billion value.
- Signed an agreement with Baoshan Municipality to jointly develop the cruise supply chain in a dedicated industrial park in Baoshan, Shanghai
- Fincantieri legal representative in China, in charge of: P&L, strategy and business development

Head of Strategic Marketing—Trieste, Italy September 2012 – October 2014

- Defined the strategy to enter China for Fincantieri and started up its branch office in Shanghai.
- In charge of marketing studies to improve the ship design for a better customer experience on board.
- Defined the first concept of “smart cabin” on board a cruise ship.

REDAELLI SPA, SEVERSTAL GROUP—Shanghai, China October 2008 – August 2012
Worldwide leader in steel wire ropes.

General Manager China. Launched and managed the Chinese branch. Reached profit at second year of operation. Key clients: COSCO, ZPMC, Sany, Fuwa.

- Started-up the Redaelli branch, WOFE (Wholly Owned Foreign Enterprise).
- Increased sales revenue from € 800K in 2008 to €5 Million in 2012.
- Generated an average 18% EBITDA in 2010 and 2011.
- Restructured sales channels. Developed new network of distributors and agents.
- Hired and trained local staff, managed team of 10.

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VERLICCHI SPA—Milwaukee, USA; Barcelona, Spain
Worldwide leader in automotive components.

September 2005 – August 2007

International Business Development Manager. Launched commercial activities in USA. Directed business development and key accounts across North America and Spain.

- Designed and implemented the financial and business plan to start-up Verlicchi USA, Charlotte, NC.
- Developed innovative marketing strategies, increased international sales revenue by 15%.
- Extended customer portfolio with Yamaha, Indian Motorcycles and Alfa Romeo by a total of \$5 Million.
- Managed 80% of international OEM's (USA, Spain). Main customers: Harley Davidson, Polaris, Honda-Spain, Yamaha-Spain, Piaggio-Spain, Alfa-Romeo.

FUTUREDRIVE, BMW ITALY—Milan, Italy
Worldwide leader in automotive.

July 2003 – August 2005

Business Development Consultant. Drove dealer network development and marketing activities to increase sales on new and used cars.

- Formulated new regional sales and marketing approaches for 10 BMW dealers based in Northern Italy, increased sales revenue by 22% in 2004.
- Implemented direct marketing campaigns. Sales revenue in used cars soared by 30% and after-sales performance in terms of customer satisfaction by 18% in 2004.

3M ITALY—Milan, Italy
Worldwide leader in industrial products.

December 2002 – June 2003

Marketing Specialist. Performed marketing analysis and sales support for 3M automotive department.

- Managed 'Creating Business Value' program between 3M Italy, FIAT and Ferrari

Education

MBA

August 2008

HULT INTERNATIONAL BUSINESS SCHOOL—Boston, USA

World's most international business school. Top 10 FT ranking for international business and experience.

- Specialization in Corporate Finance
- Participated on 6-week strategy Action Learning Project with client OSRAM Sylvania
- Exchange student at Carroll School of Management, Boston College

Mechanical Engineer, (M.Eng)

December 2002

UNIVERSITY OF BOLOGNA—Bologna, Italy

- Erasmus Program at Kaunas Institute of Technology—Kaunas, Lithuania

Additional Information

Languages: Italian (native speaker); English (fluent); Chinese (basic)

Affiliations: Equity Partner of iStarter, start-up incubator; General Member AngelVest

Leadership: 2014: selected for the Young Leader program of the USA and Italian Council; 2018: selected for the Young Leader roundtable at the BOAO forum; 2019: selected for the Caixin Global Young Leader forum

Awards: Biggest growth for an Italian company in China: Fondazione Italia-Cina 2016 and Panda D'oro 2017 – 2019 Magnolia Award Silver medal from the Municipality of Shanghai for business contribution in China