

PERSONAL INFORMATION

Thomas Albert ROSENTHAL 罗山



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Sex M | Date of birth 28/11/1977 | Nationality Italian & German

WORK EXPERIENCE

May 2018 - current

GM ASIA PACIFIC - DIGITAL BROS | 505 GAMES

SHENZHEN, CHINA | HONG KONG, CHINA www.digitalbros.com | www.505games.com

- One of seven members of the global management team of the Digital Bros Group
- Established and growing the company in the APAC Region
- Strategic planning and execution of business plan
- Full P&L Responsibility
- Introducing company IP in Greater China Region, Japan and S. Korea
- Acquiring local IP
- Developing new business opportunities in the digital entertainment and ICT ecosystem

DIGITAL ENTERTAINMENT

April 2017 – Aprile 2019

MEMBER OF THE BOARD - EUROPEAN CHAMBER OF COMMERCE IN CHINA (EUCCC)

SHENZHEN | GUANGZHOU, CHINA www.europeanchamber.com.cn

- As the independent voice of European businesses in China, the Chamber seeks greater market access and improved operating conditions for European Companies in China.
- In charge of government relations and membership in South China
- Advocating for a level playing field and a better business environment in the entertainment industry

BUSINESS ASSOCIATION | GOVERNMENT RELATIONS

May 2015 - current

GM GREATER CHINA - DIGITAL BROS | 505 GAMES

SHENZHEN, CHINA www.digitalbros.com | www.505games.com

- One of seven members of the global management team of the Digital Bros Group
- Established and growing the company in the Greater China Region
- Strategic planning and execution of business plan
- Full P&L Responsibility
- Introducing company IP in Greater China Region
- Acquiring local IP
- Developing new business opportunities in the digital entertainment and ICT ecosystem

DIGITAL ENTERTAINMENT

April 2005- April 2015

COO, HEAD OF STRATEGY – FONDAZIONE ITALIA CINA

MILAN | ITALY www.italychina.org

- Decision making and strategic planning

- Strategic Advisory to Italian MNCs in China and Chinese investors in Italy
- Founder and Director of CeSIF – Research Centre for business in China
- Past experiences at FIC: head of external relations and marketing; head of marketing

ADVISORY | GOVERNMENT RELATIONS | BUSINESS ASSOCIATION

February 2008- October 2015

**ADJUNCT PROFESSOR OF CHINESE ECONOMY AND INSTITUTIONS -
CATHOLIC UNIVERSITY OF MILAN**

MILAN | ITALY www.unicatt.it

- Lecturing and doing research on the economy in China
- 30+ publications on the Chinese economy and business in China

UNIVERSITY AND RESEARCH

OTHER WORK EXPERIENCES

- (2005) • COUNTRY RISK ANALYST - EULER-HERMES AG | Hamburg, Germany (credit risk analyst)
- (2004) • SALES PERFORMANCE ANALYST - ORACLE CORP. | Dublin, Ireland (IT solutions)
- (1998) • CRM – SITTAM SPA | Milan, Italy (logistics)

EDUCATION AND TRAINING

- (2008-2013) **Negotiation: Strategies and Processes for Impactful Outcomes**
University of Chicago Booth School of Business - Executive Education
- (2008-2013) **Master of Science in International Management (China)** Merit
SOAS – University of London
- (2005) **Advanced Diploma – Business in China** Diploma
Joint program Bocconi University and ISPI
- (2003-2004) **Master of Arts in Markets and Institutions of the Global System** Distinction Plus
ASERI – Postgraduate school of economics and International Relations | Catholic University of Milan
- (1998-2003) **BA in Political Sciences** 110/110 cum laude
Catholic University of Milan
- (1993-1998) **Italian baccalaureate** 60/60

PERSONAL SKILLS

Mother tongue(s) ITALIAN | ENGLISH
Other languages (s) FRENCH, GERMAN, MANDARIN

Managerial skills Value-based leadership, people management and organization, creative problem-solving, critical thinking, trustworthiness

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| Communication skills | Intercultural communication due to family, education and professional experience; effective internal communication skills; solid public speaking skills gained through years of experience as professor and manager; solid motivational skills |
| Job-related skills | Understanding market trends, negotiation and deal making, licensing, drafting contracts, knowledge of legal and political context, forecasting, external relations and communication management |

ADDITIONAL INFORMATION

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| Publications | 30+ publications on China economy, business, politics and society |
| Conferences & seminars | A regular speaker on China business and digital entertainment topics |
| Honours and awards | "Italy China Power 100" for 3 years among the most influential business people in Italy China relations according to "Milano Finanza" a leading Italian business publication |

ACADEMIC/RESEARCH CV

- 2008-Today Visiting Professor at ASERI, Master in International Relations.
- (2008 – 2015) Professor of Chinese Economic Development (formerly Professor of Chinese Economy and Institutions)
- (2006 - 2008) Assistant Professor In International Economics, Università Cattolica del Sacro Cuore, Milan, Italy
- (2006 - 2007) Visiting professor at Università di Roma Tre at the "Master in Global Management: Società e Istituzioni della Cina Contemporanea"
- (2014-2015) Visiting professor at the GMC Global Management for China Master's Program at Ca' Foscari – University, Venice
- Moderator of International Business Fora at CEIBS, Shanghai: es. "Luxury Brands Forum" e IESE, Barcellona: "Prestige Brands Forum".

PUBLICATIONS

1. "L'area di libero scambio Asean-Cina: implicazioni economiche e politiche", in *Mondo Cinese n.142 (June 2010)*, pp. 100-114.
2. "Editorial" in *Mondo Cinese n.143 (nov 2010)*, pp. 7-11
3. "Intervista with Xu Hang", in *Mondo Cinese n.143 (nov 2010)*, pp. 163-165
4. "Le donne sostengono l'altra metà dell'economia", in *Mondo Cinese n.146 (sept 2011)* pp. 28-49 (with Mariapia Pazienza)
5. "Interview with Nellie Fong", in *Mondo Cinese n.146 (sept 2011)*, pp.214-217
6. "Interview with Louis Wong", in *Mondo Cinese n.146 (sept 2011)*, pp. 218-220 (with Alberto Rossi)
7. "Storia di un imprenditore uiguro", in *Mondo Cinese n.147 (dec 2010/jan 2012)*, (with Alberto Rossi)
8. "Peculiarità e sfide del sistema finanziario cinese" in *Mondo Cinese n. 148-149 (June 2012)*, pp. 120-141 (with Mariapia Pazienza)
9. Editorial: "Il cavaliere Rosso della Finanza", no. 148-149, Giugno 2012
10. "The Fifth Generation, Names and Ideas", in *Aspenia n.58* pp. 171-179
11. "China: a Republic Founded on Work", in *Aspenia n.62* pp.107-114
12. "La Cina e il Made in Italy: Il Caso Bright Food- Salov", in *Mondo Cinese n.155-156* pp.110-128.
13. "Cina: Innovare per continuare a crescere", in *ItalianiEuropei 2/2015* (with Francesca Spigarelli)
14. "Gli Investimenti cinesi in Italia" in "La Cina non è ancora per tutti", Chapter 5 pp. 215-237 ed. Olivares 2015 (with Francesca Spigarelli).
15. "Ict cinese in Africa: una via della seta digitale" in *Mondo Cinese n. 158 (April 2016)* pp.136-151

16. “Lo sviluppo delle industrie culturali e creative in Cina: il caso dei videogame”, in *Mondo Cinese* n.161 (Agosto 2017) 71-94
17. “Lo sviluppo delle industrie culturali e creative in Cina: il caso dei videogame” in *Mondo Cinese* n.161 (August 2017), pp. 71-94. (with Francesca Spigarelli and Lorenzo Compagnucci),

COLLABORATIONS

- Pietrobelli, Carlo; Rabellotti R.; San Filippo, Marco.: “The Marco Polo Effect: Chinese FDI in Italy”, **Chatham House IE Programme Paper**: IE PP 2010/04

EDITED PUBLICATIONS

Annual report of the Italy China Foundation on the Chinese Economy

- “La Cina nel 2010: scenari e prospettive per l’impresa”, Fondazione Italia Cina – Milano, January 2010
“La Cina nel 2011: scenari e prospettive per l’impresa”, Fondazione Italia Cina – Milano, January 2011
“La Cina nel 2012: scenari e prospettive per l’impresa”, Fondazione Italia Cina – Milano, January 2012
“La Cina nel 2013: scenari e prospettive per l’impresa”, Fondazione Italia Cina – Milano, January 2013
“La Cina nel 2014: scenari e prospettive per l’impresa”, Fondazione Italia Cina – Milano, January 2014
“La Cina nel 2015: scenari e prospettive per l’impresa”, Fondazione Italia Cina – Milano, January 2015

“Mondo Cinese”, Italian Review on Contemporary Chinese Studies, founded in 1973

- “Le Sfide della Sostenibilità”, numero 142 June 2010
“Il Cavaliere Rosso della Finanza”, numero 148-149, June 2012
“Un filo rosso lungo 40 anni”, numero 153, Dec 2013
“Il cavaliere rosso della Finanza”, no. 148-149, June 2012
“Le città proibite”, numero 154, March 2014