



Maximo Ibarra

Personal data

Place and date of birth: Cali - Colombia; 13/12/1968

Marital status: Married (one kid of 15 years old)

Address: Via dell'Annunciata, 2 20121 Milan - Italy

Mobile: +39 3290577777

e-mail: ibarramaximo@gmail.com

Professional experience

August 2021 – Present

Engineering SpA – Technology - CEO & General Manager

Leading Italian IT Company

October 2019 – August 2021

Sky Italia - Media & Telecommunications - CEO

Leading Pay TV media company in Italy with 5,2M customers and US\$ 3,8B of Revenues (2019 results).

Launch of "Sky WiFi" Ultrabroadband service in June 2020.

October 2017 - October 2019

Royal KPN - Telecommunications - CEO

(October 2017 - April 2018 **Designated CEO**)

CEO of the leading Telecommunications Company in the Netherlands with EUR 6B in Turnover and 13,000 employees (2017 data).

November 2016 - July 2017

WindTre SpA - Telecommunications - CEO

WindTre SpA created from the merger of Wind Telecommunications (Vimpelcom Group) and Tre (Hutchison Group).

Largest Telecommunications company in Italy in terms of Mobile Customers with EUR 6B in turnover and more than EUR 2,2B of EBITDA (2016 data).

May 2012 - November 2016

Wind Telecomunicazioni - Telecommunications - **CEO and General Manager**

Wind is the third largest mobile player in Italy and second in fixed telephony services, under the Infostrada brand (totaling 23M customers - 2016 data).

EUR 1,8B EBITDA in 2016.

Managed an extensive digitalization company process for the business.

2009 - May 2012

Wind Telecomunicazioni - Telecommunications - **Chief Commercial Officer**

Responsible initially for the Mobile Unit P&L and then the Fixed Unit as well.

Main responsibilities: marketing, sales, customer operations, product development and communications.

2004 – 2009

Wind Telecomunicazioni - Telecommunications - **Chief Marketing and Customer Operations**

2003 – 2004

Benetton Group - Fashion and Casual Wear - **VP Marketing and Communications**

Global responsibility.

Activities performed: promotion, visual merchandising, licensing, communications and brand management.

2001 – 2003

Fiat Auto - Automotive - **VP Strategy and Business Development**

Global responsibility

Services managed: financial, rental and mobility services.

2000 – 2001

DHL International - Logistics and Express Delivery - **Chief Commercial Officer Italy**

Main responsibilities: marketing, sales, customer operations and communications.

1996 – 2000

Omnitel/Vodafone - Marketing Manager first and later Marketing Director

1994 – 1996

Telecom Italia - Telecommunications - Marketing Analyst

Education

1992

University of Rome (La Sapienza) - Degree in Political and Economic Sciences

Executive Training

1993 - 1995 Master in Business Administration at STOA' Business School (joint IRI- MIT program)

2000 Telecom Marketing Management at Insead (Paris)

2008 General Management at the London Business School

2015 Executive Program at Singularity University (Silicon Valley - California)

Languages

Italian and Spanish: Mother tongue

English: Fluent

Additional Information

2005 - present

Luiss University and Luiss Business School - Professor of Marketing and Digital Marketing

October 2018 - present

Mediobanca SpA - Board Member