

## *CURRICULUM VITAE*

Graduated cum laude in Business Administration from the University of Parma, Andrea Casalini is a quotaholder and the Chief Executive Officer of Eataly Net. Eataly Net is the e-commerce arm of Eataly, a fast growing retailer of Italian high quality food and beverage.

Between 2000 to 2014 he was the CEO of Buongiorno SpA, a worldwide leading company in digital entertainment content for mobile terminals. He has driven the company journey across all its different phases: from a start up to a listed company on Milan Stock Exchange to being part of a large multinational telecommunication group (after a successful Public Tender Offer by NTT DOCOMO in July 2012).

Previously, he was with EDS, Electronic Data Systems, where after signing a very large outsourcing deal with the ENI group, he took responsibility for the Italian operations and later for the E-solutions line of business at EMEA level.

Between 1989 and 1996 he was a management consultant with McKinsey & Company (Milan and Chicago) and, at the beginning of his career, with Accenture (Bologna).

Since 2008 he serves as an independent director on the Board of Gruppo Mutuonline s.p.a., a mortgage online broker listed on the Milan stock Exchange for which he also chairs the Compensation Committee. He is a director of Assist s.p.a. a customer care service specialist.

He has been and is an investor in several digital start ups, including Dove Conviene. He invests also through Borealis Tech Ventures, an early stage investment vehicle which he has created together with some entrepreneurs from Parma.

