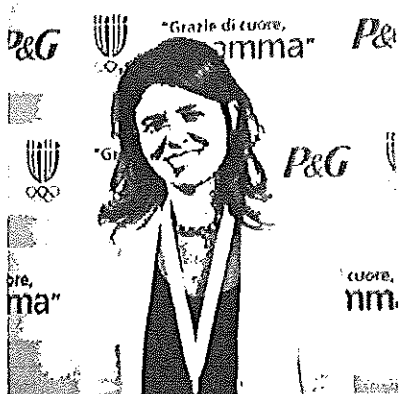


Curriculum vitae Paola Aruta



Summary

In more than twenty-five years experience as national/international Senior Business Manager obtained competitive advantages for the company and businesses she worked for, defining market strategy, driving market share, profit and revenues growth and optimizing costs. Successful at building and leading world-class teams and at turning business around in large corporations and building and growing new business. A proven performer who moves easily from vision and strategy to execution and follow through. Appreciated team member and external speaker.

Professional Experiences

2015 to date	Set up and management of my own company in Rome and Lazio country side in Tourist Hospitality.
	Consultant of new super luxury hospitality business start up
	Member of the Faculty of International Business Academy, born out of the cooperation between ICE and the 7 Campania Universities

2006 2015	Italy Country Director representing for P&G Company €150MM turnover (Pringles & Duracell).
	External Relations Director: Support General Manager and other company Directors in their external activities (speech writer). Present and represent P&G to stakeholders and Universities. P&G representative in the Italian category association: Confindustria, Assocasa, Unipro Assocasa: executive member for association communication Through my long years experience I have been involved in case studies presentations to Universities and Masters (Bocconi, Roma Luiss, La Sapienza, Napoli Ferdinando II, Bologna, Milano Bicocca, Milano politecnico)
	Sales Director in charge of innovation strategy for P&G Italy
	Expert trainer for P&G Managers in Europe
2000- 2005	Managing Director of Health & Beauty sector for P&G: €300MM turnover. In charge of setting up the strategies to achieve the financial results set for the division. In 5 years I achieved the record share and profit results across all key brands. I won P&G internal awards at European level for: best profit result, best turnover result, best brand holistic marketing.
1997- 2000	Marketing leader responsible of new launches. I led the strategy to launch in Italy new brands /categories in new market channels. I launched Pringles (potato chips, which became also an Harvard business case study) , Swiffer (dust remover) and Bounty (home cleaning paper). Pringles and Swiffer were great successes with payout in 1 year.
1995- 1998	Sales department responsible new sales organization from traditional to customer centric multifunctional set up, also during this period I was representing P&G in ECR Italy.
1988- 1995	I started marketing career as brand assistant on Fabric & Home sector. During this first phase of my career I did many experiences as Brand manager from bleach to coffee business. <u>1991/92</u> I have been responsible to support the launch bleach business in Eastern Europe.

Study

<u>1988</u>	Degree in business administration at Napoli University "Federico II" - maximum score cum laude
<u>1997</u>	Harvard Business school Boston USA: stage 1 year student with full scholarship funded by the University
<u>1983</u>	Scientific school diploma with best score
<u>Languages</u>	Italian: native, English: fluent

A passion for art restoration , pets, gardening and sailing

Autorizzo al trattamento dei dati personali ai sensi del D.Lgs 196/2003 (authorization for the use the above data according to Italian privacy legislation)

Roma 28/05/2018

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