



CONTACTS

📍 Resident in Turin, Italy born in Turin on November 6th, 1965

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TECHNICAL SKILLS

- STRATEGIC PLANNING
- MANAGEMENT ACCOUNTING
- MANAGEMENT CONTROL & REPORTING
- PROCESS OPTIMIZATION AND DIGITALIZATION
- CORPORATE REORGANIZATION
- BUSINESS PLANNING
- PROJECT MANAGEMENT
- PREPARATION AND MANAGEMENT OF CALLS FOR TENDERS
- STAFF DEVELOPMENT PLANS AND INCENTIVE SYSTEMS

LANGUAGES SKILLS

Italian: Native

English: Proficient

EDUCATION

1989: **Bachelor's Degree in Business & Economics** – 110/110 - University of Turin, Italy

1984: **Scientific High School Diploma** at "Carlo Cattaneo" Scientific High School in Turin, Italy

TITLES AND DUTIES

2015: VP of Retelab, CCIAA labs network

2015: Member of the Surveillance Committee of SAI GLOBAL Italia S.r.l.

Guido Cerrato

PROFILE

Executive Director with extensive experience in **General** and **Operation Management** gained thanks to a professional background in **Administration, Finance, and Management Control**. My skills are the result of years spent in large and complex working environments where I played a key role in the internal performance organization and the main function's proficiency thus delivering innovation in terms of methods, organization, and business model.

I have proved my company growth abilities by defining a solid operational plan, targeting and creating new business opportunities, implementing incisive organizational ploys, budgeting tools, and reporting to ensure the alignment between operations, company goals as well as financial and economic aspects. Furthermore, I demonstrated my competence to efficiently relate to governance bodies while leading and stimulating multifunctional teams and colleagues. My experience in the public sector, combined with sharp networking skills, allowed me to forge several business relations with Firms, Local Authorities, private and public Associations, and Institutions.

I am a reliable and practical manager always keen to deal with obstacles with method, determination, and an entrepreneurial mindset as well as a curious, creative, and empathic man.

PROFESSIONAL EXPERIENCE

From 2014 to present – **Chamber of Commerce**– Turin, Italy

EXECUTIVE AREA MANAGER "Area Development and Market Regulation"

- Reporting to the Chamber of Commerce's Secretary General and orderly relations with the President and the Chamber Council
- General coordination of an organizational unit ("Area Development and Market Regulation") consisting of 8 BU (Studies and Statistics, New Enterprises and Job Orientation, Internationalization, Technological Innovation, Supply Chain Development, Market Regulation, Metric Service, Administrative and Operational Coordination) with 75 people, 10 of whom "report directly"
- Independent management of human, financial, and instrumental resources
- Annual Budget Management on over 12 M€ of direct costs, net of personnel and operating costs, and over 5 M€ in revenues related to managed projects
- Definition of the Five-year Chamber Strategic Plans
- Multi-year and annual budgeting preparation and resources allocation on activities/projects
- Entity (CCIAA) and Area (composed of 8 BUs) target plan development
- Definition and elaboration of the operational program (projects, activities, and services) for the 8 BUs
- Administrative and regulatory compliance oversight of the Area, both general and on specific areas (anti-corruption, transparency, privacy, occupational safety, etc.)
- Orderly relations with local authorities, universities, trade associations, etc.
- Evaluation of projects, initiatives, and requests for economic contributions submitted by public and private entities
- Drafting of Framework Agreements, Conventions, governance, and programmatic documents for the management of projects in co-partnership with public and private entities
- Institutional communication and territorial promotion-marketing planning
- Relations with trade unions (RSUs) as delegate in charge of the public (employer) side
- Direct relations with the Board of Auditors

Main Projects:

2015: Expert of the deputation of the Turin Commodity Exchange

2010: Enrolled in the Directory of Secretaries General as per Legislative Decree 422/1995

1998: Member of the Register of Official Auditors

1998/2001: Adjunct Professor - Polytechnic University of Turin and University of Turin - "Management Control" and "Management Information Systems"

ARTICLES AND PUBLICATIONS

2010: "The implementation of a business plan model in the context of a leveraged buy out transaction" in MANAGEMENT CONTROL

Publications in ADMINISTRATION & FINANCE:

2007: "Budgeting and Control in a Service Company, 2006: "Special Companies and Competitiveness,"

2006: "Sensitivity Analysis for Management Choices"

1997: "Management Control in Firms Marketing Information Technology Products"

PREVIOUS PROFESSIONAL EXPERIENCES

From 2002 to 2006 - **Turin Finance Association** (Turin, Italy): **DIRECTOR**

From 2001 to 2002 - **Ford Italia S.p.A.** (Rome, Italy): **NETWORK DEVELOPMENT DIRECTOR**

From 2000 to 2001 - **Fiat Auto S.p.A.** (Turin, Italy): **SECTOR IT DIRECTOR - B2C Digital Projects Manager**

From 1994 to 1999 **Progesa S.r.l.** Business Consulting (Turin, Italy): **ADMINISTRATOR AND DIRECTOR CONSULTANT**

From 1992 to 1994 **Arthur Andersen Management & Advisors S.r.l.** (Turin, Italy): **BUSINESS CONSULTANT**

From 1990 to 1991 **Arthur Andersen & Co. S.a.s.** Auditing firm: **AUDITOR**

From 1988 to 1989 **Centrale dei Bilanci S.r.l.** (Turin): **CONSULTANT**

- I reorganised the "Area Development and Market Regulation" with an expansion on new operational areas (Digital, Work Orientation, Tourism, Business Internationalization) with an annual budget of 4 M€ spread over 5 projects
- Marketing Business Intelligence project for the internationalization of SME: designed and engineered a service for identifying foreign target markets (orderly contribution: profiling logics, scoring target markets,...)
- NILab (New Enterprise Lab): organized training and business development courses by means of innovative approaches (Canvas) and cross-experiential workshops
- Arranged tenders for financially contributing to enterprises (c/a 1 M€/year) on the topics: Digital, Work School Alternation, Internationalization, Credit)
- CRM introduction (MS-Dynamics) in CCIAA Turin, Italy

From 2007 to present – **Chemical Lab** CCIAA Turin, Italy

EXECUTIVE OPERATIONAL MANAGER

- Reporting to the General Manager (also Secretary General of the CCIAA) and orderly relations with the BoD
- Responsible for the Corporate Profit & Loss Account and management of 21 resources, 5 of whom "report directly"
- Supported the General Manager and the BoD in the development of Strategies, Operational Programs, Budgets, monitoring and reviews of the Final Financial Statements
- Bbusiness processes supervision: operations, administrative and back-office aspects
- Development and monitoring of staff goals plan
- Orderly relationships with stakeholders, public and private bodies, (local authorities, universities, associations,..) for strategic and operational sharing on initiatives and pjtis

Main Projects:

- Divestment of two BU (Microbiology and Inorganic Chemistry) employing 15 people: managed the entire process in all its aspects (economic, procedural, administrative, labor law, union, etc.) and reduced the annual chamber contribution from 1.7 m€ to 0.5 m€ while refocusing the lab's operations on higher value-added activities
- Merged the 6 main Italian chamber labs (Turin, Savona, Naples, Foggia, Bari, Cagliari) into a single legal entity
- Implemented an economic-financial management control system with monthly survey

From 2002 to 2013 - **Experta Business Solutions S.r.l.** - Turin, Italy

FOUNDING PARTNER AND GENERAL MANAGER

- Management consulting on business organization, planning and management control
- Ran the business development through institutional relations, joined conferences and seminars as a speaker, and published articles in trade journals

Main Projects and Achievements:

- From 2004 to 2009, I kept a constant growth of the company staff, turnover and operating margins (from 200k€ to 400k€ with 5 "productive" FTEs)
- Provided operational support to the administration, finance and control management of several SMEs in Piedmont, operating in the industrial, commercial and service sectors
- Project management of process reengineering and implementation of ERP systems
- Management of budgeting, controlling systems definition and implementation (Business Intelligence) projects
- Outlined a manual of "optimized operational processes" of Fiat-Alfa-Lancia dealers and its use for individual Gap Analysis and optimization projects
- Project management of implementation of organizational models pursuant to the former Legislative Decree 231/2001