

SERENA TOSA



Serena Tosa was born on May 18, 1979; she has 3 children, Ludovico, Lucrezia and Lavinia.

Since October 2007, she has been CEO of TOSA S.p.A., headquartered in Santo Stefano Belbo, Tosa France headquartered in Lyon, and Tosa Iberica headquartered in Madrid, an Italian, family-owned group that is among the leaders in the international end-of-line market.

TOSA group currently employs 150 people, with customers in 115 countries around the world.

The philosophy that has always guided choices is "seeing where others simply look."

People at the center, careful organization and attention to detail are some of the elements that have characterized the company's business activities since it was founded in 1976.

Serena Tosa is responsible for defining corporate strategies, coordinating the functions covered by operational managers, relations with the managements of key customers and credit institutions, and relations with public administrations and associations.

She is in charge of defining and implementing strategic guidelines concerning communication programs, human resources policies, with a focus on employee welfare and well-being.

She is in charge of the group's M&A, new building constructions, following the construction site management. She is also dedicated to the design and planning of enterprise-territory collaboration activities with a focus on corporate social responsibility.

Corporate Social Responsibility

Serena Tosa has always been committed to supporting her employees and the local community. Her history as an entrepreneur has been characterized by a willingness to share goals and results with all her employees, through support and reward activities by listening and understanding the problems, which they had to face. All support initiatives aims to improve well-being in the company and fostering work-family balance. Her idea of a

woman-friendly company sees the establishment in 2012 of the company nursery, available for employees and locals.

Meeting with experts, First Aid and Pediatric First Aid training courses are periodically organized to safeguard the health of employees. The year 2023 sees the birth of the "Tosa family care" desk, a space dedicated to employees for support/information on welfare issues. For several years, the opportunity to take yoga courses at the company has been offered to employees and locals..

Strongly believing in the company-territory relationship, Serena Tosa has always wanted to support the community, through projects with schools and local associations.

Other positions

- Since 2008, she has been a member of the board of directors of the Alba Bra Hospital Foundation ONLUS- headquartered in Verduno, for which she personally followed the birth and development of the "healing Garden" project.
- Since 2021 she has been a member of the scientific committee of the Cesare Pavese Foundation with a focus on promoting culture and the territory.
- Since 2023 she has been a member of the committee of the industrial district association Atipica.
- She is among the participating members of the dig431 foundation.

Personal Awards

- IWEC FOUNDATION 2022 - IWEC ANNUAL CONFERENCE MADRID NOVEMBER 13-15, 2022 -INTERNATIONAL WOMEN'S ENTREPRENEURIAL CHALLENGE
<https://www.iwecfoundation.org/>

Corporate awards

- WOMEN VALUE COMPANY 2017 MARISA BELLISARIO FOUNDATION
- FIRST PRIZE "La chiave a stella 2018" Special mention "Best Example of Corporate Social Responsibility"
- ALL4PACK INNOVATIONS FIRST PRIZE 2022 - MATERIAL OF THE FUTURE

Studies

Graduated from Liceo Scientifico "G.Galilei" in Nizza Monferrato in 1998, she continued her studies at the University of Turin, obtaining a master's degree in Economics and Business. She carried out her research thesis entitled: "The Argentina economy seen through the analysis of a company in the agribusiness sector. The Arcor case" in collaboration with the University of Buenos Aires.

From October 2004 to June 2005 she obtained a Master's degree in marketing and communication.

Since joining the company she has never stopped attending management and training courses: foreign language, health and safety, sustainability and on topics of personal interest (photography, creative writing, etc.).

Contacts

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