

## GABRIELE MIRRA

<b>Date of Birth:</b>	Capua, 26 marzo 1973	<b>Address:</b>	Via Veneto, 72 - Lucca, Italia
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### **PROFESSIONAL BACKGROUND**

#### **Italiaonline S.p.A**

From January 2015: **Chief Operating Officer**

Reporting to the CEO and coordinating a team of 300 people, Chief Operating Officer, with the responsibility for marketing, sales and product development relatively to all the company business units.

In addition, board member of Gold 5, board member and co-CEO of Moqu Adv Srl, board member of FCP, board member of IAB, advisory board member of Iwaboo.

From February 2014 to December 2014: **Deputy CEO and Vice President BU Portal**

From November 2012 to February 2014: **Vice President BU Portal**

Reporting to the CEO and coordinating a team of 200 people, Vice President Business Unit Portal (the most relevant BU of the company in terms of Revenues, Ebitda and Personnel), with the responsibility, relatively to the two most important Italian web portals Libero.it, Virgilio.it, and the other properties of the group, for defining product, marketing and sales strategies, defining strategic partnerships, managing editorial content and services, defining the advertising product portfolio sold through the internal sales team ("Italiaonline ADV") directly managed, ensuring proper strategic positioning of "Italiaonline ADV", ensuring the achievement of revenue, cost and Ebitda targets through the implementation of the business plans, participating in investment and M&A decisions. Moreover, with the responsibility for managing branding and communication activities for the entire company.

#### **Libero S.r.l**

From May 2011 to November 2012: **Marketing and Communication Director**

Reporting to the CEO, with the responsibility for defining marketing strategy for free and premium services under Libero and ITnet brands; ensuring the achievement of Libero.it portal audience and revenue of premium services; defining the advertising product portfolio for fixed and mobile platforms sold through an internal sales team (Libero Advertising), and defining pricing policies; managing and defining the range of data center and cloud computing services under ITnet brand; managing branding, communication and public relation activities; ensuring consistent communication and usability of products and services.

#### **Wind Telecommunications S.p.A**

From January 2010 to May 2011: **Portal Marketing and Partnership Director, BU Portal and Vas**

Reporting to the Vice President Business Unit Portal and Vas (value added services), with the responsibility to ensure the operational management of Libero.it portal, define the service plan; define the marketing strategy for free and value added services under Libero brand managing the analysis of demand and the competitive positioning of the offer; develop and implement partnerships with all the

wireless application service providers on the Italian market, in order to manage the mobile value added services offering under third parties brands ensuring the achievement of related revenue.

From September 2008 to January 2010: **Portal Marketing and Sales Director**

Reporting to the Deputy Managing Director, with the responsibility to ensure the operational, commercial and editorial management of the Libero portal; define the strategic choices concerning the Italian market; define the editorial, services and sales plan, managing the advertising sales team; define and develop initiatives aimed at retaining and increasing the value of the customer base.

From January 2007 to August 2008: **Portal Marketing Director**

### **My-TV S.p.A**

From January 2005 to December 2006: **BU TLC and Consumer Services Director**

### **Buongiorno S.p.A**

From May 2000 to December 2004: **Adv Marketing and Strategic Key Account Director**

Participating in the company start-up, reporting to the Country Manager, with the responsibility of defining the strategies and commercial policies to the strategic key account and media centers business line, ensuring the achievement of related revenues; finalizing annual framework agreements with leading Italian Media Centers, for the sale of mobile and e-mail advertising projects; defining and managing the advertising product portfolio for fixed and mobile platforms

### **Accenture S.p.A**

From May 1998 to May 2000: **Consultant**

### **Education**

**Degree:** October 20<sup>th</sup> 1997, in Business Administration (Economia Aziendale) at Federico II University of Naples with a score of 109/110

Thesis: "La gestione del prezzo nelle imprese commerciali del grande dettaglio moderno: il caso Città Mercato".

**High School:** July 15<sup>th</sup> 1992, Maturità tecnica industriale (Telecommunication) at G.C. Falco Institute of Capua (Caserta) with a score of 57/60