

CURRICULUM VITAE

DR. DANIELA DI BENEDETTO

PROFILE:

Strategic, goal-oriented, analytical, able to multitask and problem-solving, decision-maker and responsibility conscious, open-minded, versatile with a wide range of interests, natural leadership.

EXPERIENCE:

21 years of professional experience after academic education - PhD/Doctorate

INDUSTRY/FIELDS:

Strategic analyses, Analytics, Technology, Research & Development, Education, Finance, Retail, International event organisation, Project management, Social impact



SPECIALTIES:

Resource optimisation, maximising results.

Vision, strategy, implementation.

Strength in operating as an interface between business and IT, different cultures and cross-country (languages: Italian, German and English)

MY OBJECTIVES:

Leading position in a versatile and dynamic team, on local or global projects.

PERSONAL DETAILS

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Born on: Dec, 7th 1974 in Palermo, Italy

Status: Married, 2 children: 13y. a. 8y. old

Citizenship: German / Italian

Professional Experience

@ UniCredit Group since 2007:

Since 03/2021 **UniCredit Bank AG – CEO / WEU**

Senior Manager Strategic Marketing

- Governance role within the Salesforce WEU Program with special focus on the UCB AG Business and coordination of the countries
- Bridge between Business, IT and consultancy

Since 06/2020 **UniCredit Bank AG – CFO**

PMO HOT Initiative under Umbrella Group-Program

2018-2021 **UniCredit Bank AG – CDO / CFO**

Markets Data Governance

- Analysing internal processes and interaction with other stakeholders
- Ensuring Markets Data Governance and Processes coordination
- Improving Data flow and generating new synergies among Departments
- Project management and support

Success:

- Proactive definition of important area for improvement leveraging interaction and cooperation among different departments
- Obtaining these points to be included and solved within the major group program Umbrella

2017-2018 **UniCredit Bank AG - COO**

Insurance Manager

- Management and optimization of Insurance portfolio
- Coordination of Insurance Management for International Network and Subsidiaries of the UCB AG Subgroup
- Main counterpart for UCI S.p.A.
- Implementation of global policies
- Process Engineering
- Preparation of documentation and presentation for Management Board decision

Success:

- Improvement of cooperation with the Holding according to OneBank philosophy

- Implementation of a more international approach
- Support to senior management decision
- Implementation and Roll-out of Group policies
- Implementation of new cooperation with international network and subsidiaries

2015-2016 UniCredit Bank AG - CIB / Organization

Demand and IT Service and Quality Manager

- Managing and optimising budget and projects-portfolio for GTB, F&A, FIG and Cross CIB
- Reporting results to CIB and Group Senior Management

Success:

- Involvement of new counterpart on different platforms and decision processes
- Portfolio optimization

2012-2015 UniCredit Bank AG – PBK

- Strategic Analyses & PMO
- Customer Relationship Management (CRM)
- Segment Management for Privat Banking

Success:

- Integration of different data sources and Automation

2007–2012 UCFin Ndl. Deutschland

Senior Analyst and team counterpart

- Leading the Marketing Analytics Teams - Branches, Third Parties, Online Network
Performance Management and Reporting
Strategic support of decision making at product and campaign level
Supported in Risk-New Acquisition department

Success:

- Improvement of information flow and reporting within the company
- Design and implementation of all analytical processes to transform data into information and reports within product, sales and marketing departments

2007 BeOne Munich Project Management Consulting

Senior Consultant

- Potential identification for the start of a new Data-Mining unity
- Risk Management and Data Mining

- Recruitment and acquisition

Success:

- Supported Data mining & Risk unities
- Implementation of a new competence line

2004 –2006 **Cable & Wireless Telecommunication**

Reporting Specialist within Operation / Continental Europe dpt.

- Steered SD, Sales, Presales, Procurement, FO, BO Teams and supervision of data-related and information management processes and projects.
- Leading processes and projects across different departments and cross-countries
- Designed and implemented new reporting and data-management processes and tools
- Performance Review for senior management.

Success:

- New reporting processes
- Resources optimization within/between Procurement and Service Delivery
- Customer Centre and Customer Support Text Reporting System

2001 – 2004 **University of Augsburg**

Assistant Researcher

- Statistical and Interactive Visual Data Mining Research
- Leading students and classes
- Subproject leader within the organisation of international events, conferences and workshops
- Refereed as well as author for international scientific press

Success:

- Organisation of different international congresses
- Networked towards industry
- Appreciation and publication of scientific results

2000-2001 **Freelance Consultant/Researcher**

Projects:

Teaching at:

I Master AIESEC Palermo on Quality Management, Statistical Instrument for Quality Control

II Master AIF Sicilia on Human Resources Management and Development the Self-assessment Process at School

Quality in the education system:

TQM at school

TQM at University (project leader)

Medicine:

Quality of Life of Alzheimer's Caregivers.

Effects of Placebos on cardiologic diseases.

2000

**Europstat
Business Intelligence Consultant**

1997

Trainee Telecom Italia Self-assessment / TQM

EDUCATION

2007 Project management certificate IPMA Level D
1998 – 2001 Doctorate in Computer oriented statistics and data analyses - *Optimum*
1993 – 1998 MSc in Statistics and Economics - *110/110 cum Laude*
1995 – 1996 University of Glamorgan (UK) Erasmus Project
1993 Maturità Classica / Gymnasium “Liceo Classico F. Scaduto” Bagheria (PA) - *60/60*

LANGUAGES

Italian: mother tongue
German: fluent Spanish: basics
English: fluent French: basics

TECHNICAL SKILLS

DB: Oracle
ETL: SAS Base, SQL
Reporting: Business Object
Analytics: SAS, R, SPSS, Web analytics

VOLUNTEERING

Since the childhood volunteered in social-aid and cultural organizations for education and cultural development.

Since 2020 **HR & Communication for Bi.DI.BI. e.V.** – *Bilinguale Deutsch-Italienische Bildung Institut* with a Coaching and Consultant role in Leadership and Communication topics.

Since 2015 **President of Com.It.Es.** – Committee of Italian citizens living abroad: Public Institution whose existence and role are defined by Italian law. The 12 members are democratically elected by Italian citizens abroad, one employee has been hired to deal with all administrative tasks.

International Event Management.

Munich, July, 17th 2021



References will be available up on request