

## Antonella Di Donato

<b>NATIONALITY</b>	<b>Italian</b>
<b>TELEPHONE</b>	<b>Home</b>
	<b>Mobile</b>

### CAREER SUMMARY

Feb 2012 – to date	<b>EvenBetter – Consulting</b> Founding Partner
2009 – Jan 2012	<b>Unilever, Europe</b> Vice President Savoury Innovation Europe
2007 - 2009	<b>Unilever, Global</b> Vice President Global Bertolli Brand
2000 -2006	<b>Unilever Italy (Div. Sagit S.p.A.)</b> Marketing and Development Director Frozen Food Business
1997 – 2000	<b>Unilever Italy (Div. Sagit S.p.A.)</b> National Account Director Grocery (Ice Cream/Frozen Food)
1995 - 1997	<b>Unilever Italy (Div. Sagit S.p.A.)</b> Category and Trade Marketing Manager (Retail /Out of Home)
1987 – 1995	<b>Unilever Italy (Div. Sagit S.p.A.)</b> Growing from Brand Manager to Marketing Manager (Ice Cream/Frozen Food)
1986	<b>J. Walter Thompson S.p.A. (Advertising agency)</b> Account Manager and Strategic Planner for international brands
1985 - 1986	<b>Colgate Palmolive S.p.A.</b> Junior Brand Manager in Detergents
1982 -1984	<b>Johnson &amp; Johnson S.p.A.</b> Assistant Brand Manager in Personal Care

### EDUCATION & QUALIFICATIONS

1978 - 1982	Università L.U.I.S.S. Rome, Italy Degree in Business Administration. Major in Marketing. Magna cum laude.
1973 – 1978	High school diploma in classical studies.

## CURRENT POSITION

Feb 2012 – to date

**EvenBetter – Consulting Company**  
Founding Partner

I am the founding partner of EvenBetter consulting, a strategic consultancy company whose objective is to support medium-sized companies to increase market "value", improving their financial sustainability and their competitive position through integrated processes of visioning, branding and innovation. To date, the company is made up of 5 senior consultants.

My main capacity is to frame and identify unique opportunities for growth and improvement and to support and guide the clients' teams in developing challenging, innovative and distinctive solutions in brands, products, innovations, systems and organizations, thus resulting in improved market share and businesses, stronger brand equity, as well as a better internal performance and culture.

My expertise is based on my practical work experience in multinational companies and on many of the world's leading global brands and successful businesses, where I have shaped and transformed the business I worked in into more successful ones.

Almost all the tools and best practices used in our consultancy projects are developed internally thanks to our experience. Our customers are medium/large companies that have made important development projects with our support and achieved clearly measurable and successful results.

## PREVIOUS RECENT POSITIONS

2009 to January 2012

**Unilever**  
Vice President Savoury Innovation Europe

I was responsible to drive and deploy the breakthrough innovation in ambient food for the Unilever Savoury business. (700 Mio

I had direct responsibility of a group of highly skilled Managers totally dedicated to breakthrough innovation and led a multidisciplinary team made of R&D, Consumer insight, Technology, Supply chain and Finance.

I was also in charge of coordinating a number of work streams for re-shaping the complexity of the food supply chain and make it sustainable for the future.

It was also in my responsibilities, and a source of personal pride, to coach and drive the brand development European food teams (about 60 people) into delivering a successful long term Innovation Plan for the European countries.

2007 - 2009

**Unilever**  
Vice President Global Bertolli Brand

Reporting to the Global Savoury EVP I was globally responsible for the brand development and innovation in the world, a business of approx. 700 Mio €. in particular:

- Business plan and global Brand equity.
- Category strategies and definition of business mix priorities in all countries.
- Results in terms of market share.

Operationally, I led 3 global marketing groups located in Europe, Australia and in the USA, and coordinated Financial and R&D Resources, including those in consumer and marketing insight.

Main achievements:

- Bertolli frozen meals success in the USA, leveraging the successful launch of added value meals (4 Salti in Padella) that I have developed in Italy.
- Growth of the business by 2.2% CAGR over 3 years (above Unilever food average) with profitability improvements and market share gain in main countries .
- Development of an effective business strategy, go-to-market model and innovation plan for all countries and categories.
- Successful communication, who positioned Bertolli as the best Italian brand in the world.

During those years I was part of the global Food board.

2000 - 2006

**Unilever Italy (Div. Sagit S.p.A.)**

Marketing and Development Director Frozen Food Business

Reporting to the Unilever Italy Chairman, and as a member of the Italian board, I was responsible for frozen foods (Brand Findus, 500 Mio € Turnover), with the following areas of responsibility:

- Annual operational plans, growth and profit targets, target setting.
- Brand development and leading brands strategy.
- Management of the product portfolio and Innovation programs.
- Communication development
- Allocation and management of advertising and promotional budgets (ca. 60 Mio Euro)
- Integrated management of the Marketing department and of the Research and Development Department, with to 2 Marketing Managers and 1 R&D Director and a total of about 40 people in both departments.

Personal achievements in this position have been:

- Turnover growth of about 10% in 5 years, with trading margin growth over 40%.
- The launch of 4 Salti in Padella and That's Amore brands, based on a number of new technologies, internally built and patented.
- The successful push back of Barilla attack in the frozen meals market. (They exited the market after less than one year from launch).
- The turnaround of two declining brands in kids space (Sofficini and Captain Findus).
- The change of overall perception of frozen food in Italy, and a huge increase of Brand equity.

In the same period I was also in charge of driving a number of international projects for the European frozen business, leading a group of international managers and support functions.

1998- 2000

**Unilever Italy (Div. Sagit S.p.A.)**

National Account Director Grocery

Reporting to the general Sales Director I managed the Key Account department, and I was responsible of all retail customers negotiations, that represent around 90% of the grocery turnover of Ice Cream and Frozen Food (c.a. 700 Mio €), driving a team of 30 people focussed on customer negotiation and promotional strategies by segment and client.

Key achievements have been:

- Creation and implementation of customer strategy and profitability for the first time in the Company.
- Trade terms rationalization and effectiveness.
- Contribution to the development of the international Strategy group on Global Customers.

## OTHER INFORMATION

**Personal data:** Born in Rome on July 8<sup>th</sup> 1958, living in Rome, married, 1 son.

**Languages:** fluent in English. Working knowledge in French.

**Professional memberships:** Member of IMD Alumni group.

**Other:** I teach Innovation techniques at MUMM (the master in Business Economics at Sapienza University in Rome).

**Hobbies and interests:** Architecture, travels, music. I spent 15 yeas in competitive swimming.