



Group Esprinet Leadership Team: the new Corporate structure of the Esprinet Group

The GELT is a team of managers with the task of implementing the growth strategy in all the countries in which the distributor operates

Vimercate (Monza Brianza), 17 December 2020 – Esprinet, leader in southern Europe in the distribution of IT, Consumer Electronics and Advanced Solutions, announces that it has set up the Group Esprinet Leadership Team, a Corporate structure that will be responsible for governing all the Group's activities.

The GELT team, reporting directly to the Group's General Management, composed of Alessandro Cattani, Chief Executive Officer and Giovanni Testa, Chief Operating Officer, will have control and management of all the legal entities of the company.

It is made up of some Corporate figures: Pietro Aglianò, *Chief Administration & Risk Officer*, Cesare Pedrazzini, *Chief Information Officer*, Nunzio Punzi, *Back Office Director* and Ettore Sorace, *HR Director*. They work side by side with the local Country Managers: for Italy, Luca Casini, *Country Manager Business* and Simona Ceriani, *Country Manager Consumer*; for Iberia, José María García Sanz, *Country Manager Esprinet Iberica* and Javier Bilbao-Goyoaga Barturen, *Country Manager Advanced Solutions Vinzeo ed Esprinet Portogallo*.

“Following the review of the Corporate Identity with the new Mission summarized in the pay-off “Enabling Your Tech Experience”, we continue on our path of adapting to a future of the technology sector that appears day after day more and more full of opportunities. With the establishment of the GELT, Group Esprinet Leadership Team, we have created the management team that will have the task of implementing growth strategies for the coming years. With the right mix of back-office skills and commercial specializations in the two market segments “Consumer” and “Business”, the GELT will have the task of guiding the strengthening of Esprinet's leadership in the traditional business areas of IT distribution and consumer electronics, as well as favoring the development of process and service innovations aimed at increasing the share of added value of the technological chain captured by the Group”, commented Alessandro Cattani, Chief Executive Officer, Esprinet Group.

Esprinet (PRT:IM – ISIN IT0003850929), with more than 1,500 employees and Euro 4 billion in turnover in 2019, is the leading company in Southern Europe (Italy, Spain and Portugal) in the distribution of Information Technology and Consumer Electronics to IT resellers, VARs, System Integrators, specialized stores, retailers and ecommerce portals, as well as the fourth largest distributor in Europe and in the top 10 at global level. The Group **Vision is to make life easier for people and organizations by widening and simplifying technology's distribution and fruition. *Enabling your tech experience* is the payoff that summarizes the company's evolution into a genuine technology services hub, becoming a real enabler of the use of technology.**

The Group supplies roughly 130,000 products (PCs, printers, accessories, software, cloud, datacenters & cybersecurity, smartphones, audio-video, TV, gaming, white goods, electric mobility) of more than 650 manufacturers to 31,000 business and consumer resellers through multiple sales models, both self-service (best-in-class e-commerce platform and Cash & Carry stores) and assisted (tele-sales and system engineers in the field).

In addition to providing traditional wholesale sales services (bulk breaking and credit), Esprinet plays the role of a real simplifier of the use of technology. The Group provides, for example, a turnkey e-commerce platform to hundreds of resellers, in-shop management for thousands of retail sales points, specialized payment and financing solutions for the resellers community, by also offering the generation of demand by end users and big data analysis to the main technology manufacturers and resellers which outsource marketing activities increasingly more frequently.

Cloud services, collaboration software, video-conference systems, advanced IT infrastructures and specialized consumer electronics solutions such as connected household appliances or gaming platforms are the new areas of value added growth which fuel further increase in sales for the sector, while logistics and financial services, **as well as the "consumption-based" sales model, offer future opportunities for margin growth.**

The widespread use of technology and the need for quicker and simpler methods to make technologies increasingly more connected and diversified for people and companies, pave the way for further improvements of the technological distribution industry scenarios.

Comunicato disponibile su www.esprinet.com

Per ulteriori informazioni:

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