

Corrado Colli

Date of birth: July 12, 1967, Reggio Emilia, Italy.

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Professional Experience

October 2010 – present **TECHNOGYM SpA** Cesena, Italy
Global Business Director

June 2007 – present **TIE RACK RETAIL GROUP, London** London, UK
Chief Executive Officer

- April, 2007, Tie Rack was acquired by Marcello and Corrado Fratini, Fingen SpA, an Italian property and retail conglomerate based in Florence.
- Tie Rack Retail Group is a multi-fascia retail business, namely Tie Rack, Rolling Luggage, Tumi, Brics, Emporio Armani, Hugo Boss, Coccinelle, with a total of 255 stores in 24 countries.
- The Group turnover pre acquisition was 78 mln gbp with a EBITDA loss of £6 million in 2006-07. In 2007-08 sales at 83,5 mln gbp with loss of £400K.
- The whole Board was replaced and from June to August, 2007, new appointments were made in key positions of CEO, CFO and Brand Director.
- The Company has undergone a complete rebranding exercise. The logo has also been changed.
- We are undertaking a new project on visual merchandising with the firm Visual Thinking, based in London.
- We have embarked on a refurbishment programme of the new store concepts and are rolling this out worldwide. The new concepts have been designed in conjunction with JHP Design, a well-renowned English design company. We are in the process of refurbishing/refitting over 65 stores in total worldwide.
- We have invested over £2 million for a brand new IT system incorporating Stealth and Retail Java for the retail stores and merchandising and JDE for financial matters.
- New product ranges have been introduced in the stores.
- Margins have been improved and we now aim to achieve 80% on all product ranges.
- Operations worldwide have been restructured. A clear structure has been put in place with Managing Directors being appointed for key regions of UK, Europe, Asia and Australia.
- New partnerships with Partners/Franchisees have been formed in countries like Greece and we are in discussions with potential parties for Turkey, Russia and Middle East.
- A new TIE RACK website will be on line for January 2009.

- Opened the first 3 direct shops in China (Shanghai and Beijing) in December 2008.

March 2003 – May 2007 **DSGi plc, (DIXONS)**
 May 2006 – May 2007 **DSGi plc, (DIXONS)** Madrid, Spain
Managing Director Iberia, Electrical Division.

- Responsible for expansion strategy in Iberia
- Responsible for two acquisitions: Spain (300 million euros) and Portugal (270 million euros)
- Responsible an organic plan for development in Spain for a total of 20 mega stores in three years

March 2003 – April 2006 **DSGi plc, (DIXONS) UniEuro SpA, fully owned.** Alba, Italy
Managing Director

- Recruited to replace the founder and president after DIXONS acquired the company
- Strategized to transform the company from an loosely structured entrepreneurial organization into a streamlined modern business, and a key element of the DSGi plc.
- Developed a three-year plan, critical components including: new management team, reinvented logistic platform, innovative HQ solution, strong integration with European Division, opening of 22 new mega-stores, new franchising program, introduction of the group store format, store upgrade program and fresh business model.
- Reported directly to Group CEO, John Clare and to the Electrical Division Managing Director, Per Bjorgas.
- Grew sales from 680 million euros in 2003 to 930 million euros in 2006 with 110 total stores and 2.500 employees.

June 1995 – March 2003 **Modo srl merged into Opengate SpA**

July 2002 – March 2003 **Opengate SpA** Varese, Italy
Managing Director

- Oversaw internal operations of Italian IT distributor (business to business), with over 200 employees in offices throughout Italy and an operating budget of 550 million euros
- Served on Executive Board for Opengate SpA Italy, ARC Spain, Mac Power Germany, Austria and Switzerland
- Represented the company to all major IT suppliers worldwide and directed internal and external corporate relations

Nov. 2000 – July 2002 **Opengate SpA**
European Director, Germany, Austria, Switzerland and Spain.

- Responsible for expansion of operations into new European markets.
- Responsible for suppliers, corporate relations, group product buying and marketing coordination

- Achieved total sales of 250 million euros per annum
- Directed all aspects of personnel, administration and oversight for 160 employees

June 1995 – Nov. 2000

MODO srl (merged into Opengate SpA)
B.U. Manager

Reggio Emilia, Italy

- Oversaw buying and supply chain and administration for over 15 brands (Compaq, Epson, Xerox, Apple, Adobe)
- Innovated operations for an eight-member team resulting in an increase in related brand sales of 15% in 1999
- Developed innovative programs for improved relations with suppliers.
- Ensured smooth transition of operations during corporate acquisition of MODO into Opengate SpA in 1998

Sept. 1994 – June 1995

Sales Representative – ECR fashion show room

Bologna, Italy

- Managed regional sales for high-end women's clothing lines (Laura Biagiotti, Moschino, Maska) in Emilia Romagna
- Directed operations for showroom and accounts with 40 retail clients throughout the area

Education

1994

University of Bologna

Bologna, Italy

- M.A. Political Science with emphasis in Economics, Business and Sociology
- Graduated with University Honors (110/110)

1993

Brigham Young University

Provo, Utah

- Visiting student for a semester
- Taught and participated in graduate classes and coursework in Departments of Business Management (Prof. Georgia Kenyon White) and Sociology (Prof. Brian Barber)

1992

ESADE

Barcelona, Spain

- Intensive training in Spanish with an emphasis on business application.

1984

Adelphi University

Garden City, New York

- AFS exchange program

Military Service

1988 – 89

Arma dei Carabinieri (Italian State Police)

- Completed obligatory service in Parma.

Skills

Fluent in oral and written English and Spanish; native Italian
 Expert in Windows and Macintosh operating systems and applications

Interests

Running and hiking

Other

Completed Reggio Emilia Marathon, December 2006 and 2008.
Torchbearer during Turin Olympic Games, January 2006
Travelled with Greyhound AmeriPass from New York to San Francisco,
March – April 1987
Boy Scout (AGESCI) from 1973 to 1995.
Married, three children

References

Prof. Massimo Bergami, Università di Bologna
Prof. Daniele Fornari, CERMES Università Bocconi, Milan
Prof. Brian Barber, Brigham Young University, Utah, USA

Aaron Sherinian, Department of Congressional and Public Affairs
Millennium Challenge Corporation, Washington DC, USA

Alessandro Cattani, Esprinet, Milan
Andrea Guerra, Luxottica, Milan
Giorgio Sandri, Max Information, Bologna
Lorenzo Paolini, Whirlpool Italy
Oscar Farinetti, Eataly, Alba CN
Ben Bengougam, M.H. Alshaya Company W. L. L.

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