

GIORGIO BARACCHI

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business – Austin, Texas **2009 – 2011**
MBA – Master of Business Administration, Full-Time Program, awarded two scholarships for a total of 80% of tuition fees
Concentration in Finance; Teaching Assistant and Research Assistant for the Financial Risk Management class

EXPERIENCE

BC STRATEGY – Sydney, Australia **2013 – Current**
Boutique Strategy Consulting Firm
Principal and Founder

- Part of the Management Team defining the strategic direction and priorities of the business
- Developed business cases and financial models for both PE clients (commercial due diligences) and Corporate strategy clients
- Delivered corporate strategy projects (three horizons, strategic planning, market analysis) with a range of major ASX organisation in the Financial Services and Insurance sectors

RECYCLES MART – Sydney, Australia **2012 – Current**
RecycleSmart is about diverting waste from landfill by using a digital platform that benefits residents and councils by enabling a more efficient waste management process

Founder and CEO

- Successfully raised two rounds of funding for a total of \$500,000 and managed a team of 20 people
- Built a technology platform that integrates different mobile applications to a central cloud database to incentivise recycling education and monitor people waste behaviour

BAIN & COMPANY – Milan, Italy; Sydney, Australia **2009 – 2013**
Senior Consultant

- Experience spans across several industries such as FMCG and Financial Services working for major players in the industry
- Functional expertise across Corporate & Business Unit Strategy; Business Case Development, Financial Modelling and Data Analysis; Market Analysis

MBA INVESTMENT FUND, LLC – Austin, Texas **2009 – 2011**
First legally constituted, private investment company managed by students; \$20M under management
Portfolio Manager, Consumer Staples and Discretionary Sectors

- Executed Consumer Teams' securities trades; acted as a liaison between the team and our prime broker
- One of 14 students selected to actively manage value, growth, and fixed-income portfolios

FIAT GROUP AUTOMOBILES – Turin, Italy **2008 – 2009**
Fiat Panda World Wide Product Manager

- Launched new car face-lift by collaborating with Communication, Production, Supply Chain and Marketing Research; increased sales up to 300k units in 2009 (from 230k in 2008) - best result reached in overall product lifecycle
- Improved unit marginal contribution to 1800 Euros from 1200 € (average) per car, through competitor analysis, higher price positioning and manufacturing cost reduction

NEW HOLLAND CONSTRUCTION – Chicago, Illinois **2006 – 2008**
New Holland Construction is a brand of CNH – Case New Holland, top construction and agricultural machinery manufacturer
Brand Promotion Manager

- Led a team of three people in developing, implementing and distributing a new merchandising catalogue (800 items)
- Managed Juventus Soccer club sponsorship for 2007/2008 seasons, (valued EUR33M over 3 years) together with a specific ad campaign to gain brand exposure to 170M + supporters; gained sponsorship of James Bond movie "Casino Royale"

ADDITIONAL

- Native Italian speaker, fluent Spanish
- Member of the Italian National Crew Team; Avid hiker (Himalayas); PADI Instructor; Alpine Skier
- Service in the Italian Marine Corps
- Volunteer service (Legambiente Marketing Director, Environmental organization)
- Citizenship: Australian and Italian