

Michele Sofisti

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Based in Colombier (NE), Switzerland



Date & place of Birth September 30, 1957, Bormio Italy
Classical Studies Parma, Italy
University Studies Degree in Geology, University of Parma
 Doctorate of Business Administration, Honoris Causa, UBIS University, Geneva
Hobbies/Leisure Photography (www.michelesofisti.com, Instagram: michelesofisti),
 Tennis, skiing, reading and music
Languages Italian mother tongue, German, French and English

Member of the

Partner Spin Ventures Ltd, London (Spin.vc) Circular Economy
Advisory Board, Resolve.ngo, since 2020
Board of Global Conservation Corps Foundation, Atlanta, USA, since 2018
Member of the Wheels Up Experiences Advisory Board, since June 2021
Member of Advisory Board, Fair Play Consulting Srl, Padova Italy, since 2005
Guest Speaker Professor, Luiss University, Roma

Board of Directors of GUCCI Timepieces and Jewelry Hong Kong, China, Taiwan and Japan 2010-2014
Board of Directors at OMAS Srl 2008
Board of Directors at BINDA Group Asia (watches) 2006-2007
Board of Directors at B&T Technology (software engineering), Milano, Italy 2005-2008
Council of Advisors at NATIONAL GEOGRAPHIC Society, Washington, USA 2004-2009

SOFOS MANAGEMENT

Founder and President of SOFOS Management

Since June 2021 Head of Global Partnerships at RESOLVE.ngo, Washington D:C:
Since May 2021 Partner of Spin Ventures (Spin.vc) ,on circular Economy. London (UK)

2015-2020 Consulting mandates for companies/sector, among them:

- PHYTO 5 skincare: Strategic business international development
- DOLCE & GABBANA Srl: strategic advisor for Watches and Jewelry
- SWIZA, Helevetica Brands SA: strategic advisor for Business Development
- GARMONT Srl: strategic advisor for Business Development
- TRAMONTANO, Napolicrea Srl: strategic advisor for Brand repositioning
- SECOO Investment Group Ltd: strategic advisor for Watches
- BROS Manifatture: strategic advisor for Business Development
- PIERRE LANIER: strategic advisor for Internationalization
- MIMI Milano / Broggian Diffusione: strategic advisor for jewelry development
- FPM, Fabbrica Pelleteria Milano: strategic advisor for Internationalization
- SCHERZER 1880, Interior Decorating: rebranding
- PASQUALE BRUNI Spa, Luxury Jewellery: management and distribution
- GROUP ILG (International Luxury Group): reorganizing the Group and strategy

- 2011-2014 SOWIND GROUP (Kering Group)
Chief Executive Officer of Sowind Group including GIRARD-PERREGAUX and JEANRICHARD
- 2009-2014 GUCCI GROUP WATCHES AND JEWELRY (Kering Group)
Chief Executive Officer of GUCCI Group Watches and Jewelry
Member of the Board of Directors of GUCCI Timepieces Hong Kong, China, Taiwan and Japan
- 2005-2014 Consulting mandates for luxury companies/sector, among them:
- BINDA GROUP WATCHES, Breil, D&G, Wyler Genève: International Distribution
 - CINECITTA, Italian Film Festival in China: Coordination and Project Leader
 - PURATERRA, Food/Agro project with the Sicily region: Product development
 - ARCO Srl, Architecture development in Lijang (China) : 5 stars resort development
 - OMAS, Luxury writing instrument (Italy) : Strategic Business Advisor restructuring after Xin Yu Group acquisition
 - D. PROTHAULT, Luxury Textile (France) : Strategic Business Advisor
 - PRATESI, Luxury textile (Italy): Strategic Business Advisor
 - DLC, Luxury Watches distribution (Miami, USA): Company reorganization and management

SWATCH GROUP

- 2000-2005 President of SWATCH AG
Member of the enlarged Board of Directors of the Swatch Group
Swatch Group Brands responsible for Greater China as Chairman of SMH Swiss Watch Trading (Shanghai) Co., Ltd

LVMH Moët Hennessy - Louis Vuitton

- 1999-2000 President of FRED Paris and CHRISTIAN DIOR watches

SWATCH GROUP

- 1997-1999 President of OMEGA SA
Member of the enlarged Board of Directors of the Swatch Group; Responsible for the Swatch Group subsidiaries in Germany, Japan and South Korea
Coordinator of the marketing activities for the hybrid car by Swatch Group.
- 1995-1997 Vice-President OMEGA Sales for Europe and South America, then Vice-President International Sales
Vice-President OMEGA Sales and Marketing

FERRARI SPA

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| 1993-1994 | Deputy Commercial Director, responsible for the FERRARI affiliates in Germany, USA, Switzerland and Italy |
| 1990-1993 | Managing Director of FERRARI GmbH Germany |
| 1988-1990 | FERRARI International Area Sales Manager for Germany, Austria, Switzerland, USA and Canada |

GEOLOGIST

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| 1981-1987 | Working places in Italy and Germany, specialized in tunnel construction |
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