

## **CRISTINA SCOCCHIA**

Born in Sanremo in 1973, she graduated in Economics and Business at the Bocconi University of Milan and later obtained a PhD in Business Economics at the University of Turin.

She started her career at Procter&Gamble, where she held positions of increasing responsibility in mature and emerging markets from 1997 onwards until becoming leader of Cosmetics International Operations in 2012, overseeing more than 70 countries worldwide in the brands under her responsibility.

From 2014 to 2017, she was Chief Executive Officer of L'Oréal Italia and led the company's return to growth in a challenging economic environment.

From July 2017 to December 2021, she served as Chief Executive Officer of KIKO S.p.A., a leading make-up company that led a successful turnaround thanks to a business plan based on product innovation, digital transformation and geographical expansion in the Middle East and Asia.

She is a member of the Board of Directors of EssilorLuxottica S.p.A. and has been Chief Executive Officer of Illycaffè S.p.A. since January 2022.

Over the course of her career, she has been honoured with several awards and in 2019 was made a Knight of the Order of the Legion of Honour and included by Forbes in its list of the 100 most influential female leaders.

She is a speaker at numerous national and international congresses and conferences on matters of business development, leadership, diversity and sustainability.