

## Profile Maximo Ibarra



Maximo Ibarra is renowned for his experience in digitalization, marketing and customer centricity. Ibarra previously worked for the Italian company Wind Telecommunications where he served as CEO from 2012 onwards. From 2016, as CEO of Wind Tre, he was responsible for the integration of the 50/50 joint venture between the Italian telecommunications activities of VEON (Wind Telecommunications) and CK Hutchison (3 Italia). Wind Tre, with approximately € 6.5 billion in revenues, serves more than 30 million mobile customers and 2.8 million fixed line customers.

Ibarra joined Wind Telecommunications in 2004, and served in a number of leadership roles until his appointment as CEO in 2012. Prior to joining Wind Telecommunications, Ibarra held several leadership and commercial positions at a number of companies including Benetton, FIAT and DHL. In the early days of his career he held several marketing-related roles at Vodafone Italy and Telecom Italia.

Ibarra has studied politics and economics at the University of Rome 'La Sapienza', Italy. He also attended various postgraduate courses at leading academic institutions (London Business School, INSEAD, Singularity University, STOA' Business School). In addition, he is Professor of Marketing and Digital Marketing at the Luiss University & Business School in Rome.

Ibarra (48) has the Colombian and Italian nationality, and is fluent in English, Italian and Spanish. He is married and has a daughter.

### CV:

<b>2016 – 2017</b>	CEO of Wind Tre
<b>2012 – 2016</b>	CEO & Managing Director of Wind Telecommunications
<b>2009 – 2012</b>	CCO Mobile and Fixed of Wind Telecommunications & CEO of Wind Retail
<b>2007 – 2009</b>	CMO and Head of Customer Management, Wind Telecommunications
<b>2004 – 2007</b>	CMO (Mobile Business Unit), Wind Telecommunications
<b>2003 – 2004</b>	Global Vice President Marketing & Communication, Benetton Group
<b>2001 – 2003</b>	Vice President Strategies & Business Development, Fiat Auto
<b>2000 – 2001</b>	Marketing and Sales Director, DHL International Italy
<b>1996 – 2000</b>	Several marketing-related roles, Vodafone Italy
<b>1994 – 1996</b>	Marketing analyst, Telecom Italia Mobile