



## **BRUNA OLIVIERI**

Born in Altamura (Bari) on 14 February 1971, Maria Bruna Olivieri received her degree in Nuclear Physics from the Università di Pavia with the highest possible marks in 1998.

She first worked at the National Institute of Nuclear Physics and at the Physics Department in Pavia, before embarking in 2002 on a managerial career strongly focused on the digital transformation of companies, first at Unisys Italia and, since 2006, at Seat Pagine Gialle.

In Unieuro since September 2015, she initially served as Director of the Company's Digital business unit, accelerating the growth of the Online Channel and launching digital marketing activities. Since 2016, she has acted as Chief Omni-Channel Officer with responsibilities extended to strategic marketing, mainstream marketing, CRM and information systems.

Since 1<sup>st</sup> March 2021 she has held the position of General Manager, responsible of all business functions except Finance, with the aim to ensure maximum coordination and development in an omnichannel perspective and to accelerate the increasingly essential digital transformation, already underway.