

## **Gaia Ghirardi**

### **Head of Sustainability Unit, Unicredit**

Gaia Ghirardi has a degree in Economics and Commerce at L. Bocconi University. She started her career in Shell Italy followed by a two years experience as consultant on Customer Relationship Management tools and processes. She joined UniCredit Group in 2001 where she developed strong skills on strategic marketing both in Corporate and Private banking. Starting from 2004, she supported Retail business executives of Central and Eastern Europe countries in defining segment, channel and process strategies. In 2007 she became responsible for Customer Satisfaction in Central and Eastern Europe division. Starting from 2009, within Corporate Sustainability she was appointed Head of Group Business Sustainability unit with responsibilities for the Group Reputation assessment and the development of internal policies aimed to reduce reputational risks. Currently, she is the Head of UniCredit Corporate Sustainability unit.