

DANIELA DELLA ROSA

www.ddr.legal

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After 15+ years of experience at global corporations, private equity funds and international Law firms turned her Chief Legal Officer's skills and experience as Independent Member of Boards into all-rounded top business roles. Currently, she is President and CEO of a leading Italian SME to drive its internationalization and succession-plan.

Experienced in leading cross-cultural teams and managing global budgets, she founded an innovative start-up law practice that is a

call for pioneering professional and independent managerial services and a catalyst for supporting and growing premium businesses in luxury and regulated sectors. Holding double qualification in Europe (Italy) and United States (New York), offers legal privilege and protection across markets.

Regular speaker at international conferences and academic lecturer. Columbia LLM and LUISS JD Summa cum Laude.

1. Business Experience

President and CEO

Petroltecnica S.p.A. , Rimini, Italy www.petroltecnica.it

2016 - today

Excellence and reference in advanced environmental services and land remediation: The Company is front man in many multifaceted, cross-industrial environmental challenges as well as key supplier of multinational oil companies, private retailers, and governmental bodies engaged in environmental assessment, maintenance, testing, recovery and decommissioning.

Grow, diversify and succeed in new markets: Formerly independent member of the Board of Directors, she was elected President and CEO to enable the succession plan within a family business, foster radical innovation, develop new market segments and grow the international presence of *Petroltecnica* in China and the Middle East.

Founder

DDR Law Firm, Milan, Italy <http://www.ddr.legal>

2014 - today

Dedicated to the Premium Sectors of Fashion, Food, Furniture and Technology: DDR is a high-end boutique law firm, specialized in advising companies, entrepreneurs, and private equity funds in premium industrial segments. Modern and effective interface between technical legal issues and commercial challenges brings a very specific skill-set applied to corporate, intellectual property, distribution, and cross-border matters. Acquisition and post-acquisition integration and compliance trainings are examples of innovative services; *Altgamma*, *Luxottica*, *Davidoff*, *Technogym*, private equity funds such as *Emerisque Brands* and SMEs are key accounts in its client's portfolio.

Independent Officer/General Counsel in outsourcing: DDR offers a very senior support to create internal know-how, risk management culture and cost rationalization for premium brands aiming at internationalization, private equity funds with invested businesses in Italy and beyond, and Brands reaching out to international investors when facing the challenges of a complex generational passage.

2. Board Member

International Exhibition Group www.iegexpo.it

2016 - today

Supported internationalization, aggregation and preparation for public offering: Fiera di Rimini and Fiera di Vicenza, two excellent hubs of the Italian trade fair scenario, have formed Italian Exhibition Group (IEG), Italy's second most important exhibition and convention provider for proprietary events to favor the promotional and commercial competitiveness of Italian-made products.

Developed IEG as the springboard for Italian excellence resonance: to attract foreign investors, buyers, and exhibitors to Italy and to develop a foreign network in key segments such as tourism, transport, environment as well as in the wellness, food & beverage sectors, with a "green" vocation that it pursues with its protection of the ecosystem, respect for the environment and eco-friendly philosophy. Similarly for the gold and jewelry sector and excellent Italian-made products worldwide.

Pro Family S.p.A. www.profamily.it

2015 - today

Supported banking services segmentation and regulatory compliance: Founded in 2010 and now part of the new Banking Group BPM, merger of Banco Popolare and Banca Popolare di Milano, the third Italian bank, ProFamily is the new reality in the world of consumer credit to families. The bank wants to assist its customers and lead them to a personalized and appropriate credit choice, through operational excellence and a rapid response from its management.

CONSAP S.p.A. www.consap.it

2014 - today

Supported diversification of public services beyond insurance and financial services: Consap is an in-house company, controlled by the Italian Ministry of Economy and Finance, which offers subsidiary public insurance services designed to cover "risks" not insured through the normal contractual mechanisms and represents the model of " public insurer ". Most recently, Consap was entrusted with complementary mandates to cover currently under-insured risks such as medical malpractice, or risks from natural disasters or other public interest matters. For example, Consap offers services in outsourcing to the benefit of the financial community for the prevention of fraud within the electronic payment network or consumer credit.

3. Independent Member of The Board

Moleskine S.p.A. www.moleskine.com

2013 -2016

Supported Moleskine Brand extension and its growth up to its sale to Itteren group: Moleskine SpA creates, produces, and distributes not only the well-known notebooks and their various offshoots, but also a series of objects for the creativity of the contemporary nomad. The company was purchased by SGCapital Europe, now Syntegra Capital, with the objective of fully developing the potential of the Moleskine brand. Since April 2013 Moleskine is listed at the Borsa Italiana, the Italian stock exchange.

4. International Legal Experience

General Counsel

GUCCI GROUP NV, Florence, Italy
Gucci, Bottega Veneta, Sergio Rossi

2007 - 2014

World-wide Corporate and Legal Affairs Department: Created, developed and managed a team of about 20 lawyers and paralegal to support *Gucci, Bottega Veneta, and Sergio Rossi* business worldwide on all legal and compliance matters including corporate, brand protection, litigation, M&A, licensing, and commercial contracts. Under her leadership Gucci legal team won two prizes, in 2011 as Best Legal Team in the Retail and Luxury Category in the 2011 Edition (Top Legal Italy), in 2012 Gucci APAC IP team won the INTA World Trade Mark review award.

Major Accomplishments: Signed off major licensing deals with *Safilo* and P&G for eyewear, fragrances and cosmetics, lead landmark cross-border litigation (eg *Gucci v Guess* case in several jurisdictions), negotiated and incorporated major joint ventures in the Middle East (including Dubai, Kuwait, Qatar and India), participated in the acquisition of *Richard Ginori* by Kering and the establishment of the JV between Kering and Yoox (E-lite), introduced legal compliance in *Gucci* (Law 231/01) including specifically tailored antitrust trainings.

Board of Directors: She was part of the Board of Directors in several *Gucci* Division companies, including *Guccio Gucci spa*, the brand owner, Luxury Goods Italia, the retail company, etc.

Senior International Counsel

Akin, Gump, Strauss, Hauer & Feld, Brussels, Belgium

2006 - 2007

Commercial, European and Regulatory matters: Advise leading multinational companies on a broad spectrum of issues affecting their “go to market” process in Europe for ICT products, financial services, satellite services, and food; provide legislative and regulatory advice on upcoming European legislation affecting their business, including the European patent regime.

Associate General Counsel, EMEA

Levi Strauss Europe, Brussels, Belgium

2001 - 2005

Distribution: Provided legal support for the distribution of Levi's®, Dockers® and Levi Strauss Signature™ products in Europe; managed internal and external resources on competition, contractual and commercial matters, including licensing, product claims, and related litigation.

Corporate/Corporate Governance: Supported Dockers® Brand business and participated in all activities related to the sale of the brand in Europe, including asset/purchase and transition services agreements for European operations. Provided interactive legal training to key business functions throughout the organization, particularly on competition issues and brand protection.

Brand Protection: Responsible for anti-counterfeiting activities in Europe; managed a group of local brand protection managers located in the major European markets; worked with national and international authorities to fight counterfeiting and enhance protection of intellectual property rights.

Litigation Counsel (Southern Europe)

International Business Machines (IBM) EMEA, Brussels, Belgium

1998 - 2001

Arbitration and Litigation: Led the settlement of a major commercial dispute in Saudi Arabia involving arbitration with the local telecom operator and a major supplier and provided support to alternative dispute resolution. Successfully managed litigation involving commercial matters (services, hardware, software, etc.), labor law (illegal transfer of undertaking and reinstatement in the work

place), public tenders (unfair exclusion, etc.) and criminal matters (copyright/patent infringement, etc.) in Greece, Israel, Italy, Portugal, Spain, and Turkey.

Emergency Procedures/Product Recall: Participated in the preparation of Y2K contingency planning (including emergency procedures) and conducted a pan-European contract review of limitation of liability clauses.

Associate

Akin, Gump, Strauss, Hauer & Feld, Brussels, Belgium

1995 - 1998

International Trade: Researched and drafted briefs for the Ecuadorian government in a major international dispute before the World Trade Organization (WTO); advised clients on the substantive and procedural aspects of WTO dispute settlement.

European Legislation and Regulatory Matters: Prepared cases for argument before the European Court of Justice on issues including free movement of goods and services for pharmaceuticals and consumer goods. Advised leading multinational companies on compliance with EU single market regulations for textiles, food and drugs, genetically modified products and other policy and regulatory matters.

Associate "Lawyer from Abroad"

Covington & Burling, Washington, D.C., USA

1994 - 1995

Environmental and Regulatory matters: Monitored the implementation of national laws affecting foreign investment in European markets, including the telecommunications sector. Participated in the preparation of major litigation cases involving U.S. corporate liability for environmental damages.

Associate

Studio Legale Ughi e Nunziante, Rome, Italy

1992 - 1993

Litigated civil law matters before trial and supreme courts to complete the mandatory training period to become a qualified Italian attorney.

5. Education

SDA Bocconi, School of Management, Milan, Italy
Finance for Senior Executives

2014

Columbia University School of Law, New York, USA
Masters of Laws ("LL.M.")
"Rotary International Ambassadorial Scholar"
Main focus on Environment and International Law

1994

Libera Università Internazionale degli Studi Sociali, Rome, Italy
Law Degree, summa cum laude, November 1991

1991

Final thesis on "*International Private Law and the Lex Mercatoria*". The examining committee declared it to be fit for publication.

6. Bar Admissions

USA Admitted to the NY State Bar
Italy Admitted to the Rimini Bar

7. Awards, Academia And Lecturing

Awards:

Fondazione Bellisario award as leading professional in Italy (“*Donne in Alta Quota*”) in 2014

Arbitration and Mediation:

Vice President of the Fashion Mediation Association, a forum specialized in mediation and arbitration in the fashion and luxury business www.fashion-mediation.org

Lecturing:

Regular lecturer on franchising and distribution matters for LUISS MASTERS PROGRAM, Il Sole 24h Executive Master in Fashion, and speaker to numerous conference including UIA, *Union Internationale des Avocats* (<http://www.uianet.org>) within the Fashion Working Commission.

8. Publications

“Gli strumenti di contrasto e prevenzione delle frodi in ambito bancario e finanziario” by “Il Tempo Finanziario, Economia e diritto per banche, assicurazioni, gestori del risparmio, imprese”, April –June 2016, n. 2 Year IV

“Luxury Goods and On Line Distribution: A Manufacturer’s Perspective of the Crossroads between Brand Protection and Freedom of Trade” in “ X Antitrust between EU Law and National Law” by Bruylant and Giuffrè Editore (2012)

9. Languages

Fluent in English, French, and Italian. Proficient in Spanish