

# **GIOVANNI BARRA**

## **BIESSE**

**Date of birth** 1960  
**Nationality** Italian  
**Marital status** married

### ***STUDIES***

**Graduate degree** Economics and Commerce awarded by the Università degli Studi di Torino

### ***LANGUAGES***

**Italian** mother tongue  
**English** fluent  
**Portuguese** fluent  
**French** school level

### ***PROFESSIONAL EXPERIENCE***

**02/00 – Oct 2009**

#### **CNH**

*01/06-present CNH Hdqs – Burr Ridge, IL, USA – revenues US\$18 bn 2008  
Senior Vice President, Quality; dual responsibilities from July 2009: SVP Quality and SVP Commercial Network Development. Member of the Executive Committee chaired by Sergio Marchionne.*

- 10/03-12/05 CNH – Latin America Ltda – Belo Horizonte (Brazil) – Revenues US\$ 310 mn  
*CEO CNH Construction Equipment Latin America*
- 02/00-09/03 CNH Hdqs – Lake Forest, IL, USA  
*Vice President Organization and Process Development*
- 03/99 – 01/00** **NEW HOLLAND – London - UK - revenues US\$ 5.5 bn**  
*Vice President Organization Development*
- 03/98 – 02/99** **FIAT SPA - Automotive**  
*Co Director of the Nova Project*
- 07/96 – 02/98** **IVECO – TRANSOLVER – Commercial vehicles**  
*Director “People and Communication” of the proprietary European service and concessions company*
- 11/95 – 06/96** **FIDIS – Fiat Division– Financial Services**  
*Organization Director*
- 11/94 – 10/95** **TELOS MANAGEMENT CONSULTANTS**  
*Senior Consultant*
- 01/94-10/94** **FIAT LUBRIFICANTI – Consumer goods and distribution**  
*Deputy Director “Planning and Marketing Strategies”*
- 11/86- 12/93** **FIAT Spa**  
*Organisation Consultant for the service companies of the Fiat Group.  
Corporate Restructuring*