

PIETRO PARMEGGIANI - CV

Pietro Parmeggiani is a renowned manager and business leader who, with more than three decades of experience in the industry, has built a solid reputation as a skilled and careful negotiator.

Born in Rimini in 1966, he graduated from the Faculty of Economics and Business at the University of Bologna. After graduation, he continued to develop his skills by participating in professional development courses and attending graduate courses in negotiation and leadership, such as those at Harvard Law School Executive Education and Yale School of Management.

He began as a strategic consultant at Proxima, where he gained extensive knowledge of business dynamics. In 1995, he joined Lucchesi, and after a brilliant business career, first became General Manager at age 32. He then spent 8 years in Asia as Director of CPPC, a business unit of the Thai conglomerate Charoen Pokphand Group. In this challenging role, he leads efforts to establish the company as a proactive and innovative leader in the industry.

He then holds leadership roles in plastics companies in Italy, Asia, and North America, managing successful reorganizations, mergers, acquisitions, and exits.

In 2010 he became CEO at Bilcare Research (now Liveo Research, owned by Lindsay Goldberg), which was looking for a professional who could execute ambitious turnarounds. With his experience and excellent teammates, the companies were back on track within two years.

Pietro Parmeggiani is general manager of Spica, the world leader in credit card films, which was acquired by a private equity firm.

Today, he also engages in consulting activities.

Situational analysis skills, persuasive communication skills, strategic approach and strategic analysis skills, talent for identifying growth opportunities and ability to build strong relationships are just some of the qualities that have enabled him to help create significant value for the organizations he has worked with.

His pragmatic, results-oriented approach has enabled him to negotiate multimillion-dollar business deals, often resolving high-tension business conflicts.

With his combination of academic expertise, practical experience and a charismatic approach to leadership, he is considered a genuine benchmark in the field of business management and negotiation.

His website www.negoziazione.academy is dense with useful resources, and in his articles he shares strategies and best practices for effective negotiation.

His new book, *Black Moves First: Science and Art for Successful Negotiation*, is an essential work for those who wish to develop leadership skills and achieve successful negotiation results.