

# Company Profile



NeoruraleHub Srl  
Via Vittor Pisani, 20  
20124 Milano (MI)  
Operational Headquarters:  
Innovation Center Giulio Natta  
27010 Giussago (PV)



## **Piero Manzoni** **Founder & CEO NeoruraleHub**

Graduated in Mechanical Engineering at Polytechnic University of Milan and Master in Business Administration.

Starting from the goal of enhancing the family heritage and binding to his passion for the environment and the skills acquired during his career, he became aware of being able to create an innovative business model that would respond to the problems that the world must face in terms of increasing population, urbanization and pollution, scarcity of natural resources and biodiversity, supply chain efficiency, food quality and health and circularity.

His technical and managerial skills, led him to develop a business model that aggregates technologies, innovations and skills, for the sustainability of the entire agri-food chain, "from farm to fork and back to farm again" with the mission of redesigning the peri-urban and rural suburbs according to the needs of the city, of the environment and humans.

### WORK EXPERIENCE OVERVIEW

From 1989 to 1994 he worked at Schneider Group and from 1994 to 2001 he held various top positions within the ABB Group, including General Manager of ABB Solutions up to holding the position of CEO and Country Manager of ABB Ltd Libya, for the entire global business of the Swiss-Swedish group. Subsequently he was Chief Executive Officer of Siemens Power and among other positions, Executive Chairman of Fiat Avio Power Services SpA, Executive Chairman and Chief Executive Officer of Telegyr SpA and Chairman of Bonus Wind Power Italia SpA. In the same period, Director of CESI and member of the Committee Executive of the Anie Federation. From April 2006 to November 2008, CEO of Alpiq and President of Energit SpA, as well as a member of the board of the World Energy Council

From January 2009 to January 1, 2016 Chief Executive Officer of Falck Renewables SpA Company listed on the Milan Stock Exchange and Falck Energy SpA, Chief Executive Officer and General Manager of Falck SpA, and member of the Executive Committee of Assolombarda, Assoelettrica and Assorinnovabili.

Since January 2016 he is actually Founder & CEO di Neoruralehub, Chief Executive Officer of the Neorurale Group, Executive Chairman of Menoenergia, Vice President of Cisambiente and Founding Member of Rise Foundation, Assoambiente, ELO (European Land Owner Association) and member of the Confindustria "Life Sciences" steering group.