

Dr. Alessandro Zedda

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Personal data Married with 2 children
Italian and Swiss nationalities
Born in Italy, 1964.



PERSONAL PROFILE

CREATING NEW BUSINESS

Executive with more than 25 years of success in scouting, creating, and implementing growth opportunities based on unmet customer needs and on technology-driven innovation, across multiple geographies, industries, and markets.

Effective leadership of multi-regional organisations and multidisciplinary technical teams, in close ties with business partners. Extensive experience in increasing the ambition and success rate of innovation pipelines, establishing internal strategical technology roadmaps, speeding up new product developments and its implementation into manufacturing, strengthening the innovation culture and implementation of its methodologies, improving return on IP, building new competences.

Experienced in identification and assessment of Merge & Acquisition targets and strategical partnerships, the establishment of effective collaboration models with academia and start-ups; played a critical role in successful acquisition integrations; accumulated hands-on experience in hi-tech start-ups, championing the entrepreneurial culture in large corporations. Curious, passionate about technologies, highly motivated, inspiring, ambidextrous leader, excellent communicator, fast adapting to diverse situations. Lived and worked in the USA and Europe, extensive experience in business relations with Japan, South Korea, India, China.

PROFESSIONAL EXPERIENCE

Zedda Innovation Consulting (Jun 2021 - present)

Senior Advisor -Owner

Boutique advisory firm providing a palette of services, including:

- Technology scouting and brokering. Scout for technologies to solve industrial problems; scout for industrial opportunities for novel technologies.
- Propose and implement new business and applications development approaches, especially in the specialty chemicals and plastic industry.
- Development of mid-term innovation strategies and technology roadmaps to support client's business strategies.
- Support M&A processes: target scouting, technological due diligence, integration and knowledge harmonisation.
- Competencies planning and establishment of new competencies.
- Proposal and implementation of complex, multi-disciplinary open innovation programs.
- Support creation of new business (intre-, intra-preneurship), via business plan development, fund raising and execution.

CURRICULUM VITAE
Alessandro ZEDDA

GeneusChem GmbH (Oct 2020 - present)

Founder - General Manager- Chief Technology Officer

Startup developing and commercializing products based on novel "green chemistry" manufacturing processes, intermediate and their manufacturing processes for the specialty-, fine- chemicals, and pharma intermediates markets. The novel processes are based on IP proprietary or licensed from research institutes and Universities,

Built business case, raised investments from private investors, applied for government fundings, developed novel manufacturing processes, filed IP. Established an operational and fully equipped chemical lab; created capabilities to scale up from grams to tons with compressed lead times. Hired key employees. Established collaboration with key suppliers, customers, and potential licensees.

Oerlikon Balzer (Jun 2018 - May 2021)

Chief Technology Officer -Head of Innovation

Global leader in coating services and equipment for Thin Films Physical and Chemical and Vapour Deposition (PVD, PECVD, CVD). Operating in several markets, specifically Automotive, Aerospace, Semi Conductors, General Engineering, High-end Deco, Medical.

Key Responsibilities:

- ▶ Lead the global innovation organisation with more than 200 FTE distributed across the globe; lead the R&D organisation with 15 direct reports, 80 FTE, supporting 6 business lines.
- ▶ Lead the strategic planning of technology and competence roadmaps in alignment with the BLs new product launch plan and business strategy.
- ▶ Orchestrate the R&D budgeting process (>50 mCHF). Constantly improve the innovation process to ensure the timely, efficient execution of the R&D Project Portfolio.
- ▶ Oversee the academic and strategic partners collaborations, technology scouting, licensing-in and the technology due diligence for acquisition targets.
- ▶ Member of the Executive Committee of the Business Unit Balzers: active participation to the business strategy development and leadership.
- ▶ Member of the Corporate R&D Executive Leadership team with active participation in the definition of the Group technology strategy.

A2Z Innovation Consulting - Basel Switzerland (Aug 2017 - March 2018)

Founder and Senior Advisor

Small consulting firm to leverage real-life hands-on business experience with small to large size companies to help their leaders and organisations to consistently deliver profitable growth.

Saint-Gobain - Northboro MA USA, Paris France (Oct 2011 - July 2017)

CURRICULUM VITAE
Alessandro ZEDDA

Vice President Research & Development, Performance Plastics

Global business based on the design and manufacturing of components based on performance polymers and composites. Operating in several markets, specifically Life Science, Automotive, Aerospace, Electronics, Construction.

Key Responsibilities

- Lead the R&D global organisation with 300 FTE distributed in 4 major and 17 smaller R&D Centers across North America, Europe and Asia, with 6 direct reports, supporting 7 business units.
- Orchestrate the R&D budgeting process (>60 MEur). Lead the strategic planning of technology and competence roadmaps in alignment with the BUs new product launch plan and business strategy.
- Oversee the academic collaborations, technology scouting, licensing-in and the technology due diligence for acquisition targets. Establishment and management of the Incubator within the R&D organization.
- Member of the Executive Team of the Performance Plastics Division: active participation to the business strategy development and leadership.
- Member of the R&D Senior Leadership team of the Innovative Materials Sector of Saint-Gobain: active participation to the benchmarking, adoption and implementation of best R&D management practices.
- Represent Performance Plastics business to key accounts and establish strategic collaborations.

Konarka Technologies - Lowell MA, USA (Sep 2009 - Sep 2011)

Vice President, Materials Development

Startup based on proprietary technology for flexible and semi-transparent organic photovoltaics (OPV). Business focus on Construction Market (BIPV) and Electronics.

Key responsibilities

- Led a multidisciplinary team to simulate, design, synthesise and test novel and proprietary conjugated polymers to achieve record PV device efficiency and lifetime.

BASF (through acquisition of Ciba Specialty Chemicals) - Basel, Switzerland/ Italy (Apr 1995 - Sep 2009)

Senior Manager Printed Electronics, BASF Future Business, Basel (Jul 2008 - Aug 2009)

Key responsibilities/Achievements

- Leadership role in "start up" units pioneering new approaches and technologies (OLED materials, OPV and DSC, Printable Organic Semiconductors, etc).
- Full responsibility for commercial strategy, marketing plans and customer engagements. Budget preparation, R&D and strategic planning responsibility as a leadership team member.
- Identified trends, defined customer needs and led technology promotion, introduction and development at/ in close partnership with leading consumer electronic companies & brands providing validation, direction and intelligence expediting developments. Provided direct support to local sales.
- Contributed to the development of a broad industry focused strategy to drive future BASF investments through BASF Corporate VC.

CURRICULUM VITAE

Alessandro ZEDDA

Head of Technology Center, Business Line Electronic Materials, Ciba Basel, Switzerland (Jul 2004 - Jun 2008)

Key responsibilities

- Led R&D team and technical service in Basel (Switzerland, 20FTE) and Amagasaki (Japan, 25FTE);
- Management of R&D Portfolio with balance between incremental and breakthrough innovation projects, R&D Budget > 20 M CHF
- Member of the Senior Leadership Team of the Business Line: contribution to business strategy and leadership.

Various R&D roles in Ciba and Ausimont Italy

SELECTED TRAININGS:

- Professional and personal relations with entrepreneurs and investors network in Boston, USA.
- 3M Innovation Masterclass, Minneapolis, MN
- Global Institute for Leadership Development (GILD), Palm Spring CA
- International Management Seminar, Saint-Gobain, Boston , Paris
- Scenario Planning, Philadelphia PA
- International Marketing Programme, INSEAD, Fontainebleau (France)
- Driving Strategic Innovation Program, IMD, Lausanne (Switzerland)

AWARDS - Ciba R&D Award 2000 for the invention and commercialisation of most innovative new product of the year .

EDUCATION:

- 1994-96 Specialisation School in Organic Synthesis (equivalent to PhD), Politecnico di Milano, Italy
- 1993-94 Post-graduate research in Organic Fluorine Synthesis Group, Prof. D. DesMarteau at Clemson University (South Carolina, USA)
- 1984-91 Laurea Degree (magna cum Laude) in Industrial Chemistry, Università di Pisa, Italy

LANGUAGES:

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|----------------|----------------------------------------------------------|
| Italian | cultural |
| English | fluent written and spoken |
| German | good colloquial and working knowledge spoken and written |
| French | learning, intermediate level |
| Spanish | colloquial knowledge |

PUBLICATIONS More than 30 among patents and scientific publications. Invited speaker at plenary lecturers, technology tutorials and delivered talk at several international conferences.

Extra-professional activities: father and husband; networking with entrepreneurs and investors; fitness; listening, playing and recording music; international food and cooking.

References: available upon request.