

# ELISABETTA L. RUSSO

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## PROFILE

R&D & Innovation Professional, with Global R&D Managerial background of 33 years at Procter & Gamble as Global Leader of Research & Development, Innovation and New Business Development, across all Sectors of the fast moving Home and Personal Care Consumer Good Industry.

Enthusiastic and passionate, results driven. A motivational management style with a proven record of achieving business goals through effective leadership of global teams and resources, strong collaboration and skilled management of internal and external relationships. Passion for training and people development.

Journalist, with special attention to the enhancement of the Italian cultural heritage, territory, historical sites and areas of excellence .

## PROFESSIONAL EXPERTISE

- Global R&D Management : Management of Global Projects and Multifunctional /multiregional teams
- Research and Development , Innovation for New Business Development : Development of R&D strategies and programs for Innovation and Growth, Management of new products/technology development from ideation up to full business potential
- Open Innovation (Private/Private and Private/Public Collaboration) : Strategic identification, development and management of Collaborations and Partnerships for Research & Innovation programs
- EU /national research funding: Expert Evaluator for EU Commission , management of EU and National government funding proposals and projects
- Coaching : R&D, Innovation, Open Innovation, New Business Development, Project and People Management , Managerial Skills
- Recruiting : Selection of Technical Talents for Technical and Managerial positions
- Journalism : creating awareness and knowledge of Italian Excellences, "Painting the Picture " to enhance their unique characteristics or special value

## TITLES

- Industrial Chemistry University Degree (110/110cum Laude, Rome University La Sapienza, 1979)
- Italian Qualification to Exercise Chemical Profession – 1979
- Journalist of Italian Order of Journalists - 2020
- Merit Award "Cavaliere al Merito " of Italian Republic -1994
- Expert Evaluator for EU Commission - 2015-to date
- Member of Research & Innovation Committee of Federchimica (Italian Association of Chemical Industry) - 2004 – to date
- Member of Directive Committee of AIDIC (Italian Association Chemical Engineering) – 2003 –to date
- Associate P&G Member of EBN (European Business Incubator Network) - 2004-2013
- Member of Expert Evaluating Panel for European Venture Context - 2006 -2007

## PUBLICATIONS AND AWARDS

- 14 international Patents (Procter & Gamble)
- Procter & Gamble R&D Equity Award 2007

- R&D and Innovation Articles published :
  - “The Cross-Innovation era started” (Business People, January 2013);
  - “Private –Public partnership : P&G and CNR “ (La Repubblica Affari e Finanza, June 2010);
  - “Innovation and small research labs –the key to success” (Sole 24 Ore , December 2009)
- Speaker at Industry and Academia Events on R&D and Innovation:
  - EBN Annual Congresses (Malaga 2004, Toulon 2011) ;
  - SDA Bocconi (2009);
  - Eriksson Open Innovation Workshop (2009);
  - Federchimica Innovation Workshops (2005, 2006, 2008);
  - Naples University CRIB congress : 2004
  - Several Career Days at various Universities : 1990-2003
- Articles regularly published on Italian Magazines (2016 –to date)

## PROFESSIONAL EXPERIENCE

### **R&D & Innovation Professional - 2014-to date**

Coach and trainer on Innovation /Open Innovation Strategies and Best Practices for SMEs, Universities graduates and PhD's, Master students . Seminars and lectures on Innovation held at Universities of Naples, Florence and Padua , at Federchimica and APRE (Agency for European Research) .

Expert Evaluator and Rapporteur for EU Commission funding programs Horizon 2020 projects (e.g., EASME, FIT programs)

Consultant on Innovation/Open Innovation for an Italian SME (2016-18)

### **Journalist - 2017 – to date**

Author of articles on various subjects related to the enhancement of Italian points of excellence and cultural heritage.

### **Procter & Gamble (R&D) – 1980 -2013** ( Retired in 2013)

As Global R&D Leader managed the development and brought to Global Markets new and improved products across Household Care and Personal Care businesses , with multi –MM\$ total business impact.

As Global leader of Open Innovation championed and pioneered since early days the new Open Innovation P&G program (C+D), established and managed successful collaborations with multiple Industrial and Academic Partners , enabled multiple P&G new projects and business via Private –Private and Private-Public collaborations.

Led global R&D teams, recruited and developed Top R&D Talents.

### **Leader Open Innovation / Corporate New Business Development– 2003-2013**

- Pioneered the introduction of Open Innovation in P&G (Connect+Develop, C+D ), to bring “outside-in” and “inside-out”. Led the development of processes, tools and systems to enable Open Innovation. Championed “Open Innovation” internally and externally and led the process to change internal Company culture from “Closed” to “Open”. Main results: several new initiatives to market via C+D, first decade of P&G’s C+D a business success, leading to its relaunch in 2013 for the next decade.
- Led the Global Open Innovation program for Home Care Business, developed and managed multiple partnerships with external Companies and Research Institutes. Main results: accelerated business



growth of Febreze and Swiffer Brands to become 1 Billion \$ Brands, reduced development time of new initiatives by more than 50% , more than doubled research and innovation portfolio for Home Care , established and managed multiple research collaborations with universities and CNR

- Developed an exclusive to P&G External Innovation network in Europe to uniquely access external Innovation hot-spots. Main results: Enabled P&G to be first to know of early technology/product ideas and to acquire exclusivity (several new product launches); enabled and managed strategic partnerships with key players in OI (industry, brokers, Universities), established and managed strategic partnership with 4 Universities in Europe .
- **Associate Director, Corporate R&D, Global New Business Development**- 1999 – 2003:
  - Led the global development of new technology platforms enabling multiple product applications in new business areas. Main results: created Innovation portfolio for incremental  $\geq$  \$ 500 MM NOS.
  - Led external contacts to License out P&G technology /products. Main results: revenue of several \$100MM
- **Associate Director, R&D Site Manager** - 1997 – 1998:
  - Legal and Administrative responsibility (“Datore di Lavoro”) for the Italian Research Center (Rome and Pescara) -300 employees, 10,000 sqm research laboratories and 4 Pilot Plants.
  - Leader of R&D recruiting and training programs .
- **Associate Director, Global R&D Leader Home Care and Leader R&D Recruiting** - 1995-97
  - Led the global product development program for the global Home Care Sector. Managed research groups located in Europe, US and Japan . Main results: 40% business growth (launched to market the new Mr. Proper product line and new product forms creating new business segments)
  - Led recruiting program in Italy for Global R&D needs. Developed selection program and introduced internship program for the first time in P&G, then deployed across all R&D sites based on the success of the Italian model.
- **Section Head, Product and Technology Development**-1988 – 1995
- **Group Leader and Product Manager, Product Development**– 1980-1988
  - Developed and led to market introduction:
    - First P&G bleach for delicate garments, Ace Gentile (new business segment).
    - New Line of Mr. Proper for Bathroom and Kitchen (new business segment)
    - Laundry detergents with reduced level of phosphates
    - First P&G perfumed ACE bleach
    - First individual wrapping for feminine pads (still in the market today with the original design)
    - New Line of liquid personal cleansers Camay

## Personal Information

**Languages** : Italian (mother tongue) English fluent, French good.

## Hobbies and Interest

Writing articles, stories, poems; playing piano; classical music; President of Associazione Amatoriale Amici del Morellino; Teacher at European School of Sommelier; Mediterranean Shells Collector.

*"I hereby authorize the use of my personal data in accordance with the Italian Law N. 675/96*

Elisabetta.L.Russo , 2/11/2021