



**Luca Rossi**

**Senior Partner, A.T. Kearney**

### ***Summary***

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Luca Rossi, A.T. Kearney Partner since 2000, has served as Managing Director of the Firm's Europe, Middle East, and Africa region, a role assumed in January 2013 for two terms (2013-2018). Previously, he served as MD of the firm's Mediterranean unit for two terms (2005-2011) and was a member of A.T. Kearney's Board of Directors for three years. He joined A.T. Kearney in 1997.

As a management consultant, his areas of expertise span a wide variety of issues on the CEO agenda, including growth and organization strategies, Merger Integration and large-scale transformation programs. He typically serves leading telecommunications, industrial goods, and consumer goods clients.

His most recent and representative engagements are in post-merger integration where, in the last few years, Luca has led projects in the cable industry, mobile services, and consumer health. He also led several reorganization projects for industrial clients and service organizations. For a major telecom operator, he worked to identify opportunities for their digital service strategy. International expansion strategies are also among his fields of competence, including assessing new markets attractiveness, road-to market options, and defining business plans.

Intellectually curious, the author of numerous articles and in demand as a conference speaker, he co-authored *Davide Contro Golia* (David vs. Goliath, Fazi Editore, 2006), an essay on niche strategies to foster growth in Italian companies. He is also among the authors of a multi-client study to assess sustainability of existing internet business model in Europe and to recommend alternative development paths. The study was presented to the EC commission.

He holds a Master's degree, Business Administration and Management, General, 1982 – 1987 from Bocconi University (Milan) and a Master of Business Administration (MBA), Management of Organizations, 1990 – 1992 from the London Business School. Luca started his career as a financial analyst with Citibank in Milan and London.

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