



MARIA BRUNA OLIVIERI

Maria Bruna Olivieri was born in Altamura (Bari) 14 February 1971. In 1998, she graduated in Nuclear Physics from the University of Pavia *summa cum laude*.

Initially, she collaborated with the National Institute of Nuclear Physics and the Faculty of Physics of Pavia. As of 2002 she commenced a managerial path strongly focused on corporate digital transformation, first in Unisys Italia and from 2006, in Seat Pagine Gialle.

She has been with Unieuro since September 2015, at first holding the office of Director of the Company's Digital Business Unit, accelerating the growth of the Online Channel and launching digital marketing activities. In 2016, she was appointed Chief Omni-Channel Officer, with duties extended to strategic marketing, mainstream marketing, CRM and information systems.

Since 1 March 2021 she has held the office of General Manager and as such is responsible for all company functions with the exception of Finance, to ensure maximum coordination and development from the omnichannel perspective and to accelerate the ever increasingly essential digital transformation, which is already underway.

The Shareholders' Meeting of 21 June 2022 appointed Maria Bruna Olivieri as a member of the Board of Directors of Unieuro S.p.A. On 4 December 2023, following the acquisition of the Covercare Group by Unieuro S.p.A., Maria Bruna Olivieri was appointed Chairman of the Board of Directors of Covercare S.p.A..

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Unieuro S.p.A.

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