

CURRICULUM VITAE

MAURIZIO MORRICA

PERSONAL INFORMATION

Place and birth date

15 Settembre 1975, Napoli (Italia)

PROFESSIONAL EXPERIENCE (2024 – current position)

Enel X Global Retail Head of Retail Rest of World

To manage Retail customers in Americas, Emea and Apac regions in order to implement marketing and commercial strategies for energy, product&services and mobility markets, maximizing revenues and controlling operating costs.

(2023 – 2024)

Enel X Global Retail Head of Global Customer Care

In charge of customer care 60 millions of customers, coordinating activities and operations of customer care teams in Italy, Spain and Latam

(2019 - 2023)

ENEL X Chief Operating Officer

Reporting to the Enel X CEO, in charge of coordinating customer operations activities, maximizing quality of service, customer experience and controlling operating costs for B2C and B2B Markets (US and Canada, UK&Ireland, Italy, Spain, Poland, Romania, APAC and EMEA countries).

(apr 2018 - oct 2019)

ENEL GLOBAL SERVICES CIO Thermal Generation

Reporting to Global Thermal Generation Director and to Enel Group CIO, in charge of Information and Telecommunication Systems in the 9 Enel Company in the world operating coal and gas power plants, managing **digital transformation program** for Power Plant digitalization strategy.

(set 2017 - mar 2018)

ENEL ENERGIA Head of Quality, privacy and compliance

Reporting to head of Market Italy and **Group Data Protection Officer** in charge of design, implementation and monitoring of data protection and compliance for all sales channels and ensuring relationships with all the Italian Authorities.

2014-2017

ENEL SPA Market Italy – Customer Operations

	<p>Head of Customer Care In charge of customer care inbound activities for about 30 millions of customers in free and regulated energy Italian Market, through 5000 agents workforce.</p>
2012-2014	<p>ENEL SPA Market Italy – Customer Operations Head of service&sale In 2012 I led the biggest transformation Program in Italian Energy Market to realize Service To Sale Project aimed to build a new sales channel leveraging inbound “touch points” with Enel Customers. The service to sale model have been implemented also in other Enel countries (Spain, Colombia, Romania).</p>
Progetto Canone RAI in bolletta (2016)	<p>Enel Spa Project Leader for “Canone RAI” convergent billing with power bill Liasing with Agenzia delle Entrate and Italian Government to implement Canone RAI within the electric bill, increasing fiscal incoming revenues by 30% (from 1,6 a 2,2 Billions€) in one year.</p>
2010-2012	<p>Enel Spa Head of activations and Trader relations (Enel Energia) Managing activation processes and relations with other traders in the power and gas energy Italian market.</p>
2005-2009	<p>Enel Spa From 2005 to 2009 i have been in charge of several managerial roles in Italian power and gas retail business and in Information and Communication department.</p>
1999-2005	<p>Wind Telecommunications Spa Key Account Manager e Project Manager In Wind Telecomunicazioni I’ve been appointed as project manager for different projects and as sales manager for large account customers (Enel, Terna, SARAS, Bull).</p>
LANGUAGES	<p>English: fluent. Spanish: good.</p>
EDUCATION	<p>UNIVERSITA’ FEDERICO II DI NAPOLI – FACOLTA’ DI INGEGNERIA Engineering degree Graduation 110/110 cum laude 1999 LICEO SCIENTIFICO Elio Vittorini NAPOLI High school diploma</p>

OTHER INFORMATION

SDA BOCCONI (Milano)/IESE Business School (Barcelona)

Leadership For Energy Management Program: managerial training program for Enel Talent Pool 2010

Board of Directors member for ASDET (tennis association) and tennis player.
Rotaract Club member and President for Internet Commission in 1997/1998
(Campania/Calabria District).