

Luigi Carlo De Micco

Resumé, education



- Born on April 29th. 1964, of German-Italian background, basic commercial training in the family company, Economic Science and international rights studies in Bonn, Germany and Switzerland. Luigi has been living in Monte Carlo since 2001.
- Various management training courses (focus on marketing and communications) Anthony Robins (USA), Klaus Fink (Bonn), Löhner (Basel), Prof. Ganter (St. Gallen), Prof. Paul Watzlawick (Mental Research Institute, Palo Alto, California) etc. Economic Science graduate in 1996, with a focus on marketing and communications.

- Advanced training: Various training courses and executive seminars. Studies in communication science. Training in bottleneck-oriented strategies at Frankfurter Allgemeinen Zeitung.

Languages: German, English, Spanish, Italian, basic skills in French.

- 1985-1998: Founder and co-founder of various enterprises, such as a private school, a publishing house, an EDP systems provider and a corporate consultancy firm. Relevant experience as a consultant for commercial software solutions (Sage, KHK Software, SAP) and Internet applications. As of 1996, independent marketing consultant for larger software and media enterprises, with a focus on the Internet and new media. Strategic consultant for well-known PR and advertising agencies. EKS® (bottleneck-oriented strategy) trainer (Frankfurter Allgemeine Zeitung), at various institutes and in various corporations.

Professional CV, international activities

1998-2002

- Founding of the software company INTERNOLIX AG as the majority shareholder and Chairman of the Board of Management, with later participation by 3i Venture Capital, London. This software company grew within three years to a staff of more than 1000 employees and was represented in 12 countries. INTERNOLIX is viewed as a **pioneer company of the Internet** in the area of electronic commerce.
- Stock market listing (IPO) in Germany (Neuer Markt) of the software company INTERNOLIX AG, with West LB Panmure and BHF Bank (ING) as lead banks. Listing on the New York Stock Exchange via the ADR program of the Bank of New York. Highest valuation of the company 1.2 bio. US\$.
- Stock market listing (IPO) on the New York Stock Exchange via the ADR program of the Bank of New York.
- Expansion of the company into an international software group in Europe: Germany, Switzerland, Sweden, Spain, England, Italy, France, Tunisia and USA: New York, Dallas, Silicon Valley (Palo Alto) Asia: Singapore, Hong Kong.
- Buildup of a global, strategic and sales partnerships with leading corporations, such as Microsoft, Sun, IBM, Computer 2000, INGRAM Micro, Thyssen-Krupp, SIEMENS, Singapore Technologies, NASDAQ, METRO, Walmart, Karstadt-Quelle, El Corte Inglés, SEAT, Mercedes-Benz, Volkswagen, Porsche, General Motors, Bayer, Merck Group, General Electric, GUCCI Group, LVMA, Richemont Group, etc.
- Co-operation and co-investments with capital market representatives and institutional investors, such as West LB Panmure, Deutsche Bank, Credit Swiss, First Boston, Pictet Bank, Fidelity Investments London, Julius Baer, DG Bank, Commerzbank, Dresdner Bank, Bank of New York, BBVA, Santander, Bank of America, Deutsche Börse AG, New York Stock Exchange, NASDAQ, Allianz, Morgan Stanley, GM Capital, Goldman Sachs, etc.

2001/2003

- Restructuring of the software group into a media company and exit as operations CEO from the group.
- Several IPO's with IT and media companies at the German stock exchange, London stock exchange and NASDAQ as investor and consultant

2004- 2008

- Diplomatic service, appointment as Ambassador (2002-2005) for special missions by the President of Panama, Mireya Moscoso. Various bilateral transactions between Europe, USA, Panama and other Latin American countries with companies such as Microsoft, HP, TUI...
- Support for other stock market listings (Google, TTN, SBB) as an investor and as a consultant in the IT sector in Europe (London, Frankfurt and Zurich) and the USA (NYSE, NASDAQ).
- Foundation and Chairman of the Board of Management of Merger Logistics AG, mergers & acquisitions company, consulting & transactions.
- WorldFashionForum, Research company of the luxury goods industry, events, congresses, conferences etc.
- Reverse-Merger of Onetel Australia, Germany with stock listed company at German stock exchange
- Interims manager, member of the Board (CEO) of the Fantastic Corporation (stock listed company in Zurich prime standard, Switzerland, for the purpose of reanimating/restructuring the company.

2006 to today

- CEO and founder of De Micco & Friends in Spain. Legal and audit services (more than 300 associated and employed lawyers & auditors in Europe), real estate transactions, investment banking, investment and consultancy services, immigration, investment consulting, international capital market transactions, IPO'S, mergers & acquisitions.
- International advisor and investor for stock listed companies in restructuring situations, M&A- transactions and turnarounds, Deutsche Börse, New York Stock Exchange and NASDAQ.
- Organizing, controlling and executing of all kind of capital market transactions like IPO's, reverse IPO's, capital increase transactions, reverse splits, going-private... by co-operating and coordinating investors, banks, advisors and stock exchange institutions.
- Operating: worldwide

Speeches and lectures

Luigi is well known for his expert and interactive lectures, in which practical knowledge, and the professional know-how and experience of entrepreneurs, is not only presented in a competent manner for the areas of communications, branding and corporate financing, but also in an entertaining way.

On request, Luigi is available for conferences, congresses, symposia, private special events, corporate events and charity events. Contributions can be presented in German, English or Spanish.

Speeches, conferences and representations in the past:

- World Economic Forum, Davos
- Several events of Rockefeller Foundation New York
- Several investor conferences of 3i Venture, London, Frankfurt, San Francisco
- Siemens, Germany
- Chamber of commerce, New York
- Chamber of commerce Panama
- TAMASEK Holding, Singapore
- Singapore Technologies, Singapore
- IBM, Las Vegas Conference Comdex
- Microsoft "Fusion" Atlanta, co- speaker with Steve Ballmer (CEO Microsoft)
- Apple Conference las Vegas, co- speaker with Steve Jobs (CEO Apple)
- CNN Conference Atlanta
- ect.

Books & Publications

2015: Publication of the book "How you get what you want", "Cum obtii ce ti propui, Puterea sistemelor", first Romanian edition of "how you get what you want"

2014: Publication of the book: "How to find and convince investors" in German, English and Spanish

2012: Charity project, IGI Araba, book for children, translated in 16 languages

2011: Publication of the book: IPO in German and English

2010: Publication of the book "How you get what you want", first English edition, bestseller at AMAZON and Barnes & Nobles

2010: Publication of the book "How you get what you want", first German edition

2009: Publication of the book "Communicational Marketing" in English, revised edition 2009, Barnes & Nobles, New York

2002-2008: Several publications about capital market transactions, mergers & acquisitions, stock market listings, corporate financing and venture capital transactions etc.

2004: Publication of the book "Communicational Marketing" in English, first edition 2004, Barnes & Nobles, New York

2002: Book publication, "Kommunikationsmarketing, der Weg zum mündigen Kunden", German edition, ECON Verlag, 4 month bestseller in Germany

Mandates, advisory boards, conferences, strategic partners

- Opal annual Wealth Management Conference, Geneva, New York, San Francisco (speaker)
- Business Council for the United Nations (BCUN), New York
- Être Conference (Member of Être Community)
- World Economic Forum Davos, annual economic congress of worldwide executives, speaker 2003, invited every year
- Microsoft Worldwide Partner Conference (previously Microsoft Fusion)
- DIHT (Deutscher Industrie und Handelstag), Germany
- World Economic Forum on Latin America, annual economic congress of Latin American states, annually invitation
- 3i Venture Capital, London, private equity investments

Co-operation partner of educational institutions

- Mental Research Institute, Palo Alto CA, MRI
- Harvard University
- University of Cambridge
- Beijing University
- International University of Monaco (IUM)

Charity activities

- IGI ARABA, Book for children
- Little Dreams (Talent Foundation of Phil Collins)
- Bill Gates Foundation (www.gatesfoundation.org)
- Rockefeller foundation, New York

Contact:

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