

Fabio Vacirca



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GENERAL INFORMATION

- Born in Istanbul (Turkey) 14/06/67 – Married, 4 daughters
- Citizenship: Italian
- Languages: Italian (Mother Tongue), English (Fluent), Turkish (Fluent), Greek (Basic), French (Basic)

EDUCATION

- High School: Scientific subjects, grade 55/60, 5/5 years
- University: Politecnico di Milano, grade 94/100, 5/5 years
- Degree: Business engineer, (1991), degree thesis: “Joint Ventures in Italy”
- Post Degree: COGIT (Information Technology Management) by P&G (1991)
- University support: 18 times thesis supervisor in Politecnico di Milano, Bocconi University, Bologna University Master teacher (1997 – 1999)

CURRENT POSITION

- In Accenture since 1991,
- Manager in 1996,
- Partner in 2001,
- Managing Director in 2006,
- Senior Managing Director in 2014
- GMC Member – Officer in 2019

- Since 2022 Global Lead for Commerce (part of Accenture Song)
- 2019 to 2022 ASIAM (Australia, Southeast Asia, India Middle East and Africa) Market Unit lead
- 2015 to 2019, Products Asia Pacific Senior Managing Director.
- 2011 to 2015, Consumer Goods and Services Global Industry Director
- 2007 to 2011, Consumer Goods and Services Europe, Middle East, Africa and Latin America Regional Industry Director
- During the years, Global international client partner for Mondelez, South African Breweries, Philip Morris International, Ferrero, and others
- 2001 to 2015, responsible for the Accenture Customer innovation Center in Milan serving Consumer sector globally
- 2004 to 2010, founder and Vice president of the Accenture Alumni Association
- President (2006) of the Rotary club S.Donato Milanese, district 2050

JOB EXPERIENCES

Client responsibilities (partial list)

- Takeda – Global Lead;
- Mondelez (Kraft) – Global Lead
- SAB Miller – Global Lead
- Philip Morris – Global Lead
- Ferrero – Global Lead
- Carlsberg
- Coca-Cola
- Unilever
- Gucci - Kering

Current Role: Global Lead for Commerce (part of Accenture Song)

I can't think of a more dynamic area today than digital commerce. It's a powerful—yet untapped—opportunity. This is a massive disruption to years and years of how, when and where people have bought products and interacted with brands.

That's why I am so thrilled to lead Accenture Song's global Commerce practice, which helps our clients develop the capabilities and the agility to drive innovation and growth in commerce.

Commerce is everywhere, and one click away from many moments in our lives. Whether its teenagers clicking on a TikTok video, patients confirming drug refill on their devices, or a small Kirana shop coming online, I see the power and promise of change.

Previous Roles

- Between 2019 and 2022, I served in the GMC (Global Management Committee) as Market Unit Lead, responsible for all Accenture Business in ASIAM (Australia, Southeast Asia, India, Middle East, and Africa), reporting to the CEO. I managed the transition to the new operating model in the most complex region of the world, rotating leadership while growing the business.
- Between 2015 and 2019 I was Senior Managing director for Products Asia Pacific. This is when I moved to Singapore. Products includes Consumer Goods, Retail, Pharma, Auto, Travel, and Industrial manufacturing. APAC includes India, SEA, Greater China, Australia-NZ, South Korea and Japan. During my tenure the business grew 2.5x in 5 years.
- Between 2011 and 2015, I served as Global industry managing partner for Consumer Goods and Services. This is one of the top 5 sectors of Accenture globally and was worth more than 2bn USD at the time I lead it. During these years Accenture dominated the industry with the combination of ZBB, GBS and global ERP transformations.
- In January 07, I became responsible for the Consumer Goods and Services sector for EALA (Europe, Middle East, Africa and Latin America). This region was 75% of the global Accenture revenues in the Consumer Goods sector, up to 1bn USD. For the following 4 years we grew consistently and were the first Industry to establish a continental practice in EALA
- In 2010 I have sponsored and lead the acquisition of CAS, a Germany based sw company with offices in US and Australia and I have been responsible for the PMI and the integration. In 2011, similarly, I lead the acquisition of Newspaper, a SW company in Kuala Lumpur.

- In Addition to the industry role, and since 1996, I have been responsible and developed the Milano center of excellence which now is one of the 2 Centers in Accenture entitled as Global Innovation. The center counts on about 500 professionals and has many wide and proven international success case histories

PERSONAL CHARACTERISTICS

Gallup Clifton Strengths

- Futuristic, Communication, Strategic
- Activator, Achiever, Includer
- Belief, Positivity, Self-Assurance, Maximizer

Entrepreneurship

Takeda, Mondelez, Coca-Cola, Ferrero, Philip Morris, Kraft were not Accenture clients. My contribution was decisive in developing all the business that Accenture is currently doing with these clients. I have been the main Accenture contact with these clients locally and internationally.

Innovation

I have and employ the opportunity to be very innovative. Many ideas around the current offerings architecture are mine and are considered leading edge in Accenture. From 2009 to 2015 I have been leading the CG&S innovation program which was instrumental to several new offerings and patents.

Professional Competence

I worked and run clients, practices and full P&L in Europe, Asia, US and at global level. I am considered a deep industry expert in consumer goods and a subject matter expert on front office transformations.

On Cost rationalization and ZBB – GBS, including underlying technologies I'm among the most Senior Subject matter experts and led such programs in many clients.

Leadership

I have always been evaluated as a "natural leader". Indeed, leadership has been rated at the top in all of my evaluation forms since I have become a manager.

I have contributed to building many successful teams, highly motivated teams, fast growing and usually seen as models.

I have invested a lot in building entrepreneurship and teamwork in a balanced equilibrium. I believe that leadership comes from personal characteristics but needs commitment, skill and knowledge to be accepted; this is the path I have pursued both for myself and for the evaluations of my team. Leading by example is a north star for me in many aspects.