

## PIETRO SELLA

Born in 1968.

CEO of the Sella Group since 2004.

After graduating in Management Engineering from Milan Polytechnic, he joined Banca Sella in 1994, following a year working abroad as a Junior Asset Manager. He began his career as a cashier, before going on to hold various positions of increasing responsibility. In 1996, he was assigned the task of innovating IT, and in the following years, the group became one of Italy's pioneers in internet banking, online trading and e-commerce services, and then one of the forerunners of Fintech and Open Banking.

In 1998, he launched Private Banking services at Banca Sella. In 2002, he took on the role of Chief Executive Officer of Banca Sella.

He is currently Chairman of Maurizio Sella S.A.p.A. and Chairman of Fabrick.

He is Chairman of the Italian Private Banks Association, Pri.Banks, and a founding member and Chairman of Endeavor Italy, the Italian chapter of the non-profit organisation that promotes high-impact entrepreneurship.

Within the association, he is also a member of the Executive Committee and Board of ABI, as well as Chairman of the Technical Innovation Committee.

He has been particularly active in trade associations: he was a director of Borsa Italiana (2004–2014); a member of the Executive Committee of Ania (2006–2015); director of the Central Institute of Italian Cooperative Banks (2011–2012) and member of the Management Board of the Voluntary Scheme of the Interbank Deposit Protection Fund. On the European level, he was Deputy Chairman of the Groupement Européen de Banques (GEB, 2009–2011).

Father of five children, he is a passionate alpinist and photographer.