



Cristiana Scelza – CEO Russia, Prysmian Group

Executive with a strong technical background and expertise in people management, with a Degree in Chemistry and an EMBA at the Kellogg School of Management -WHU Otto Beisheim University, Cristiana Scelza is the Country Manager of Prysmian Russia.

After joining the Pirelli R&D team as material expert, Cristiana spent 3 years in the Pirelli laboratories working on new materials and other 3 years as process engineer for new extrusion technologies development. Following a strong interest on market and sales, she decided then to join the Business Unit Industrial Cable as Technical Expert, starting a new journey in the Pirelli-Prysmian world supporting the implementation of new products and new technologies in all factories around the globe (China, India, Russia, Australia, North America)

In 2008 she came back to the R&D department, at the beginning as Product Development Manager and then as Worldwide Energy Director. After 4 years in this position, Cristiana accepted to move to Brazil: in June 2014 she became Business Unit SURF Director, responsible for the production and sales of Umbilicals cables and Flexibles Pipes for the Brazilian market as well as the ROW, expanding her international experience and professional background with a direct responsibility of market, P&L and internal supply chain.

After 5 years, in June 2019 she became Country Manager Prysmian Russia, living in Moscow and enjoying this new challenge in a completely different environment.

She's able to speak

Italian

English (advanced)

Portuguese (advanced)

French (Intermediate)

Personal Interests

Photography, music (including playing piano), art, cooking and wine (italian but not only italian)