



TECHNOVATION

Smoke-free by PMI

JACEK OLCZAK

Chief Executive Officer

Jacek Olczak was appointed Chief Executive Officer of Philip Morris International (PMI) in May 2021. Prior to this appointment, he served as PMI's Chief Operating Officer from January 2018, having formerly been Chief Financial Officer beginning in August 2012. Jacek is committed to delivering PMI's smoke-free future and expanding the company's product portfolio beyond nicotine. He has been a key driver of the company's commercial transformation, turning a primarily business-to-business company into an increasingly business-to-consumer company.

Throughout his nearly three-decade career with PMI, Jacek has established deep institutional and industry knowledge and awareness of PMI's products, systems, and values—as well as a comprehensive understanding of the regulatory environment in which PMI operates. He began his career with PMI in 1993, starting in finance and general management positions across Europe, including as Managing Director of PMI's markets in Poland and Germany and as President of the European Union Region, before being appointed Chief Financial Officer in 2012.

Prior to joining PMI, Jacek worked for BDO Binder. He holds a master's degree in economics from the University of Lodz, Poland.



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TOMMASO DI GIOVANNI

Vice President Market Activation & Support

Tommaso Di Giovanni is Vice President Market Activation and Support at Philip Morris International (PMI). In his current role he is responsible for supporting affiliates around the world in their efforts to share PMI's vision for a smoke-free future with the media and other stakeholders.

Since he joined PMI in 2001, Tommaso has worked in various capacities within the organization with a focus on business development, regulatory affairs, and communications in France, Switzerland, Latin America (based in NYC), Brazil, and Italy.

Prior to joining PMI, he was a trainee at the EU Parliament's Communications with Citizens division and an R&D economist for a contractor to Eurostat, the European Union Statistical Office. Tommaso has a business management degree from Università Bocconi, Milan, and FGV (Fundacao Getulio Vargas, Sao Paulo, Brazil).



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GIZELLE BAKER

Vice President Global Scientific Engagement
Philip Morris International

At Philip Morris International, Gizelle Baker leads a team of scientists who are engaging and sharing the science behind PMI's noncombustible alternatives to facilitate awareness and understanding of tobacco harm reduction. She also led the Epidemiology and Biostatistics team within the department responsible for designing and conducting clinical and post-market assessment programs.

She has 18 years of experience in biostatistics and data management and has published numerous articles in international scientific journals. Gizelle, a Canadian by birth, holds a PhD in biometry and epidemiology from the Medical University of South Carolina, USA.



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STEFANO VOLPETTI

President Smoke-Free Products Category

Stefano Volpetti became President Smoke-Free Products Category & Chief Consumer Officer in November 2021. He joined PMI in 2019 as Chief Consumer Officer. Stefano previously worked at Procter & Gamble for 22 years, where he progressed through roles with increasing responsibility locally in Italy and Mexico, and on a regional level for the European market. In 2013, he became Vice President for a multifunctional global business unit at P&G. Previously, he also served as Chief Marketing Officer at Luxottica Eyewear.

As an experienced marketer with broad experience in commercial roles, Stefano has earned a winning track record with consumers in both developed and developing markets. He specializes in consumer-centric marketing programs, business model transformation, digital acceleration, and disruptive innovation. He holds a degree in business administration from Luiss University in Rome.



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NIKOLAUS (NICK) RICKETTS

President Smokeless Products
& Strategic Partnerships

Nikolaus (Nick) Ricketts joined PMI in 2000 as a tobacco leaf blender and quickly advanced through various roles in product development. In 2006, he moved to Japan to head up the operations function, which managed product development, nationwide distribution, supply chain, and customer care for our Japanese affiliate. In 2012, Nick pivoted into marketing, leading this function in Korea. He then returned to the OC to set up the product design and UX function, which marked the beginning of PMI's consumer-centric design efforts for our smoke-free products portfolio. In 2017, Nick moved back to Korea to lead the commercial deployment of IQOS. In his latest assignment as Global Head of Smoke-Free Partnerships & Modern Oral Integration, Nick oversaw the integration of the *lil* products into our global RRP pipeline. *lil* has now been deployed in over a dozen markets in record time.

Nick holds a Bachelor of Science degree in Business Administration from Virginia Commonwealth University and Bachelor of Arts degree in International Management from SKEMA/CERAM, France.



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BERTRAND BONVIN

President Heat-not-Burn

Bertrand Bonvin has been at the forefront of PMI's industry-leading, cutting-edge RRP journey for many years. When PMI announced a shift in the way it operates in January 2022, Bertrand was appointed President of the Heat-not-Burn category. In his current role, he is accountable for driving end-to-end development to deploy and define the strategy of the category.

Previously, as of September 2017, Bertrand served as Senior Vice President IQOS Design and User Experience, where he combined his experience in science, technology, and design. He drove a multiyear innovation plan and defined PMI's platform strategy, including the introduction of, among other things, a common design and consumer interface language with consumer-centricity and insights at its core.

Bertrand started his career at PMI in 1993 as Senior Project Engineer in Neuchâtel, Switzerland. From 1996 to 2008, he held various management positions in Kazakhstan, Russia, and Turkey. In 2008, he was appointed as Vice President Operations, Asia Region. In 2011, he was appointed Senior Vice President Research & Development. In this role, he became an early pioneer in the research, development, and testing that helped shape PMI's portfolio of smoke-free products. Then, in 2015 Bertrand became President PMI Affiliates in Russia and Belarus where he led the commercial introduction of reduced risk products into the market and helped transform the PMI business.



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ASHOK RAM MOHAN

President e-Vapor

Ashok Ram Mohan started his career in 1990 as an industrial engineer with Fisher-Rosemount India. His career with PMI started in 1996 as project analyst in Hong Kong, which was followed by several job positions with increasing responsibilities in the company's finance, strategic planning, and business development functions. Ashok was then assigned to general management positions in Thailand, Indochina, and Indonesia where he managed diverse businesses following PMI's acquisition of HM Sampoerna in 2005. In 2010, he was appointed Managing Director of Reduced Risk Products in Switzerland and led development of business model and global commercial strategies for portfolio of novel products that have the potential to reduce harm caused from traditional cigarettes.

In 2014, he was appointed Commercial Director Reduced Risk Products in Japan. In August 2017 he was appointed President of PMI affiliates in Russia and Belarus. In January 2022, he was appointed to his current position of President e-Vapor to build PMI's vaping portfolio business globally.

Ashok was born in India. He earned a degree in industrial engineering from the College of Engineering, Madras, India, and an MBA from the Asian Institute of Management, Philippines. He is a CFA charter holder from Association of Investment Management and Research Institute (AIMR), USA.



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MIGUEL COLETA

Director Sustainability, Activation & Support

Miguel Coleta currently leads the deployment of the company's sustainability strategy across affiliates worldwide. He joined PMI in Portugal in 2005 and since 2008 has been based in the operations center in Lausanne, Switzerland, where he has worked on topics ranging from harm reduction to human rights in the company's supply chain. Prior to joining PMI, Miguel had a career in science as a researcher and guest assistant professor at the faculty of pharmacy of the University of Coimbra in Portugal. Miguel holds a Ph.D. in phytochemistry and pharmacognosy and served one term as an elected member of the Portuguese National Parliament.