



# TECHNOVATION

Smoke-free by PMI

## TOMMASO DI GIOVANNI

Vice President International Communications

Since joining Philip Morris International in 2001, Tommaso has worked in various capacities within the company with a focus on business development, regulatory affairs, and communications in France, Switzerland, Latin America (based in NYC), Brazil, and Italy.

He started his professional career as a trainee at the European Parliament's "Communications with Citizens" division and was contracted to work as an R&D economist for Eurostat, the EU's statistical office.

In his current role, Tommaso is responsible for supporting PMI's affiliates worldwide in their efforts of sharing the company's vision for a smoke-free future with the media and other stakeholders.

He holds 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

Gizelle leads a team of scientists engaging with media and other stakeholders to share the science behind PMI's non-combustible alternatives, with the goal to facilitate awareness and understanding of tobacco harm reduction. Prior to that, she headed the Epidemiology and Biostatistics team within PMI's department responsible for designing and conducting clinical and post-market assessment programs.

Canadian by origin, Gizelle holds a PhD in Biometry and Epidemiology from the Medical University of South Carolina, USA. She has 18 years of experience in Biostatistics and Data Management. She has published numerous articles in international scientific journals throughout her career.



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## STEFANO VOLPETTI

President Smoke-Free Products Category & CCO

Stefano became President Smoke-Free Products Category & Chief Consumer Officer in November 2021. He joined PMI in 2019 as Chief Consumer Officer. He previously worked at Procter & Gamble for 22 years, where he progressed through various 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 multi-functional, global business unit at P&G. He is an experienced marketer with broad experience in commercial roles as well, having obtained a winning track record with consumers in both developed and developing markets.

Stefano specializes in consumer-centric marketing programs, business model transformation, digital acceleration, and disruptive innovation. He also worked at Luxottica Eyewear as Chief Marketing Officer in 2015. He holds a degree in Business Administration from Luiss University in Rome.





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## NIKOLAUS (NICK) RICKETTS

President Smokeless Products & Strategic Partnerships

Nick joined PMI in 2000, after having worked for the Universal Leaf Tobacco Company in Richmond, Virginia, USA. He has since held various roles in Switzerland, South Korea, and Japan. In his current role, he is responsible for smokeless products and strategic partnerships.

Nick holds a degree in Business administration from the Virginia Commonwealth University in Richmond, and a degree in International Management from SKEMA/CERAM business school in France.



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## ASHOK RAM MOHAN

President e-Vapor

Ashok joined PMI in 1996 as a project analyst in Hong Kong and progressed through several positions with increasing responsibilities in the company's Finance, Strategic Planning, and Business Development functions. He was appointed to his current position as President eVapor in January 2022 with the responsibility to expand PMI's vaping portfolio business globally.

Ashok started his career in 1990 as an Industrial Engineer with Fisher-Rosemount India. He graduated with a degree in Industrial Engineering from the College of Engineering in Madras, India. He gained his MBA from the Asian Institute of Management in Manila, The Philippines, and is a CFA charter holder from the Association of Investment Management and Research Institute (AIMR) in the US.



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## MICHELE CATTONI

Senior Vice President Innovation  
& Low Middle-Income Consumers

Michele has thrived in an array of critical positions since joining PMI more than 30 years ago. Starting as a Design Engineer in 1991, he held various positions with increasing responsibilities within the Operations function. This included the leadership of engineering teams in the building of PMI's manufacturing footprint in the EEMA region.

In 2010, Michele was appointed as Vice President Operations for the European Union Region. In his consecutive roles as Vice President Technology & Operations Reduced-Risk Products and Vice President Engineering Technology and Quality Assurance, Michele pioneered and led PMI's efforts in the innovation and development of smoke-free products. This culminated with the construction of PMI's flagship smoke-free products factory in Bologna, Italy, and the company's initial electronic capabilities in Asia. In his previous role as Vice President Heat-not-Burn Platforms, he successfully defined PMI's heat-not-burn strategy.