

Haier Europe appoints Francesco del Greco as new Chief Information Officer

Milan, January 13, 2022 – Haier Europe appointed *Francesco del Greco* as the company's new **Chief Information Officer**. Francesco del Greco joins Haier Europe's Senior Leadership Team and reports directly to CEO Yannick Fierling.

With more than twenty years of experience in IT and software, Francesco del Greco will be a key figure in the company's path toward **digital transformation** and **technological systems**, in line with Haier Europe's ambition to become the **first consumer choice in smart home solutions**.

Born in Florence in 1970, Francesco holds a degree in Applied Mathematics and PhD in Automation and Information Science. He started his career in Fiat Group and then he joined General Electric, where he took over several responsibilities in different divisions of the Group, including most recently CIO for Avio Aero within GE Aviation. In 2020 Francesco del Greco was appointed CIO of Autostrade per l'Italia. At Haier Europe he is responsible for **defining the strategy for IT systems and platforms** to optimize internal operations and improve the customer experience.

"I am thrilled to join Haier Europe, a dynamic and fast-growing company in which digital transformation plays a strategic role." - says Francesco del Greco, Chief Information Officer Haier Europe – "I am delighted to be able to put my skills at the service of the company and its mission to be the first IoT ecosystem and offer connected experiences and scenario to consumers."

About Haier Europe

Haier Europe is part of the Haier Smart Home, the No. 1 company globally in major appliances and among the Fortune Global 500 companies. Listed in Shanghai, Frankfurt and Hong Kong (600690.SH, 690D.DE and 06690.HK), Haier Smart Home is present on 5 continents with 25 industrial parks, 14 research and development centres and about 100,000 employees. The company achieved revenues of approximately over 26.5 billion Euro in 2020 and has a global sales force in more than 160 countries. Haier's vision is to become the global leader in IoT serving household smart solutions. Haier Smart Home is the first Chinese company entering the DShare Market and prime standard listed on Frankfurt Stock Exchange in 2018, with the goal of promoting the brand and supporting business growth internationally and in Europe, where the company markets Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel branded products. Haier Europe is headquartered in Brugherio (MB), Italy. More information is available [here](#).