



## Electrolux Professional Company personnel



### **Francesco Maso**

*Head of Category Laundry, Electrolux Professional, Business Unit Laundry System*

In his role as Head of Category Laundry, Francesco Maso is responsible for the definition of the Product Strategy and the execution of Product Management.

Mr. Maso leads the team of Laundry Product Managers which is responsible for analysing market conditions and defining features and functions of a product. This spans many activities and serves an inter-disciplinary role, bridging gaps within the company between teams of different expertise, most notably between engineering-oriented teams and commercially-oriented teams. The daily challenge is to meet customer hopes and needs, in close cooperation with the R&D, Design and Marketing Team.

Mr. Maso has assumed different roles in product management and in marketing, in different companies, industries and countries. He has a Masters degree in economics and a Masters degree in marketing and communication.

### **Contact Details:**

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### **Paolo Schira**

*Global Segments Director, Electrolux Professional, Business Unit Laundry System*

Paolo Schira is the Global Segments Director responsible for the design and roll-out of the laundry business strategy within Electrolux Professional.

Mr. Schira is the head of the global segment managers group who are in charge of the business for the different customers segments. In his role, he is also responsible for the Profit & Loss of the laundry operations.

Mr. Schira previously spent many years in various B2B industries covering positions in different fields such as production planning, product management and sales management.

Mr. Schira has a Masters degree in engineering.

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**Esther Staskiewicz**

*Head of Global Marketing, Electrolux Professional Business Unit Laundry System*

As Head of Global Marketing and Sales Support, Esther Staskiewicz is in charge of transforming the Laundry unit's business strategy into global marketing and PR campaigns.

In this role, Ms Staskiewicz oversees the unit's brand strategy and management as well as commercial marketing and PR campaigns, ensuring one consistent approach to worldwide professional customers. That involves leading the Central Marketing team as well as functional responsibility for marketing management in 11 sales regions of Electrolux Professional including the company's own sales offices and importers around the globe.

Esther Staskiewicz joined Electrolux in 2011 having more than 20 year's marketing experience in the B2B and B2C environment - both on the industry and agency side.

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