



## **PIER PAOLO TAMMA**

### **Chief Digital Officer**



Born in 1970.

Graduated in Computer Science at the University of Bari in 1995.

In 1997 he started his professional career at Accenture managing, among several activities, the implementation and launch of important projects in Telco and Media field (Telecom Italy, Infostrada, Sky Italy, Vodafone Italy).

From 2005 to 2008 he joined EMC<sup>2</sup> as Client Solutions Director Telco, Media & Entertainment.

From 2008 to 2013 he worked in Sky Italy as Head of IT Broadcast, Advertising & Digital Development, coordinating the launch of Internet TV (Sky Go and Now TV) and Digital ecosystem pay TV. From 2013 to 2016 he is Chief Information Officer for Sky Italia managing the company Digital Transformation program.

In February 2016 he joined Vodafone Italy as Chief Information Officer and launched the multi-year Digital Transformation program for the Consumer and Enterprise market segment enabling the operator's Quadruple Play strategy (fixed, mobile, Internet, TV).

In July 2018 he joined Pirelli as Chief Digital Officer with global responsibilities.

Starting from September 2018 he coordinated Pirelli's Digital Transformation Program.

In April 2022 he launched the Pirelli Digital Solutions Center in Bari with the aim to create an internal center of expertise on Artificial Intelligence and strategic software solutions.

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