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*Additional professional and personal references available upon request*

## James R. Amoroso MBA BA Hon

### Profile

- Working side-by-side with senior management and investor relations teams, I help publicly-listed companies take control of their share price
- I succeed by leveraging my inside knowledge and experience of the investment community, sales & marketing and finance & accounting
- Proficient in all forms of communication, I know how to get complex messages across to any audience: investors, consumers, clients, trade, media
- Top-ranked equity analyst and MBA graduate with command of five languages
- Hands-on results-driven team player with passion, integrity and humour
- Recommended by **top management and key opinion leaders**

### Experience

2008 to date	<b>Amoroso</b> Consultant <sup>1</sup>   Investor Relations, Communication & Strategy	Zug/CH
2023-2024	<b>medmix AG</b> Head Investor Relations, setting-up & managing IR function post-IPO	Baar/CH
2009-2019	<b>Consumer Analyst Group of Europe (CAGE)</b> Founder & President, international association of investors (buy side), analysts (sell side) and consumer-centric companies	Zug/CH
2008-2014	<b>Marketing and Business School of Zurich</b> Finance Tutor, part-time MBA programme	Zurich/CH
1993-2008	<b>Investment Banking   Equity Sales &amp; Research</b> <b>Bank Pictet</b> Vice President, Equity Analyst, Head of European Consumer Sector: food & beverage, household & personal care, luxury goods and retail <b>Bank Vontobel</b> Vice President, Specialist Equity Sales, European food & beverage, household & personal care, luxury goods and retail <b>Dresdner Kleinwort</b> Director/First Vice President, Head of Swiss Equities (ad interim) Director/First Vice President, Head of Swiss Equity Research <b>Bank Julius Bär</b> First Vice President, Equity Analyst, Head of European Consumer Research: food, beverage, household, personal, luxury, travel & retail <b>Credit Suisse</b> Vice President, Equity Analyst, European food, beverage & HPC <b>Consumer Goods Manufacturing   Sales &amp; Marketing</b> <b>Unilever</b> (Knorr Nährmittel AG) Marketing Manager, Retail Consumer Foods <b>Mars Inc.</b> (MasterFoods Europe) New Business Manager Europe/UK Marketing Manager, Foodservice <b>McCain Foods</b> Senior Product Manager/Key Account Manager, Retail & Foodservice	Zurich/CH
Pre-1993		

<sup>1</sup> including collaborations with *Fairvue Partners, Inbound Capital and Food Strategy Associates*

<b>Education</b>	Full-time	<b>Alliance Manchester Business School</b> Master of Business Administration (MBA)	Manchester/GB
	Exchange	<b>HEC School of Management</b> , Jouy-en-Josas, Versailles, France: MBA exchange programme	
	Full-time	<b>University of Salford</b> Bachelor of Arts with Honours (BA Hons) Modern Languages: German, French, Spanish	Manchester/GB
	Exchange	<b>Université d'Angers</b> , Angers, Maine-et-Loire, France: Foreign language exchange programme	
	Full-time	<b>Slough Grammar School</b> 3 GCE Advanced Levels: French, German, Latin Use of English Certificate 11 GCE Ordinary Levels: French, German, Spanish, Latin, English Language, English Literature, Mathematics, Physics, Chemistry, History, Geography	Berkshire/GB
<b>Other experience and qualifications</b>	2010 to date	<b>Certified Recruiter</b> (Switzerland) <b>Domestic</b> and <b>Cross-Border</b>	Zug & Berne/CH
	Sabbatical <sup>2</sup>	<b>Hotel Berlin/Hotel Kempinski</b> Demi-Chef de Pâtisserie Commis-Chef de Pâtisserie	Berlin/DE
	Sabbatical <sup>2</sup>	<b>Sheraton Skyline Hotel</b> Assistant Pastry Chef	London Heathrow/GB
<b>Professional organisations &amp; associations</b>		<b>Founder, CEO &amp; President</b> CAGE   Consumer Analyst Group of Europe (CH) <b>Vice Chairman</b> PAPA   Pizza & Pasta Association (UK) <b>Member</b> CAGNY   Consumer Analyst Group of New York (US) The Marketing Society (UK) AMBA   Association of MBAs (UK) Manchester Business School Alumni University of Salford Alumni Martians Reunited   former Mars Group associates Professional networks: LinkedIn, Xing, InterNations <b>LinkedIn Group Founder &amp; Manager</b> Associations: CAGE   Consumer Analyst Group of Europe Alumni groups: Julius Baer, Lindt & Sprüngli, McCain Foods, Pictet, Vontobel	
<b>Language skills</b>	English	fluent (mother tongue)	
	French	fluent	
	German	fluent	
	Swiss German	proficient	
	Spanish	competent	
<b>Technical skills</b>	Highly proficient in Microsoft Office (Excel, Word, PowerPoint, Outlook) and most web-based tools and applications		
<b>Personal details</b>	Dual British and Swiss nationality; divorced		
<b>Interests</b>	Christianity, singing, fitness, politics, gastronomy, music, film		

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<sup>2</sup> Sabbaticals either before or during university studies