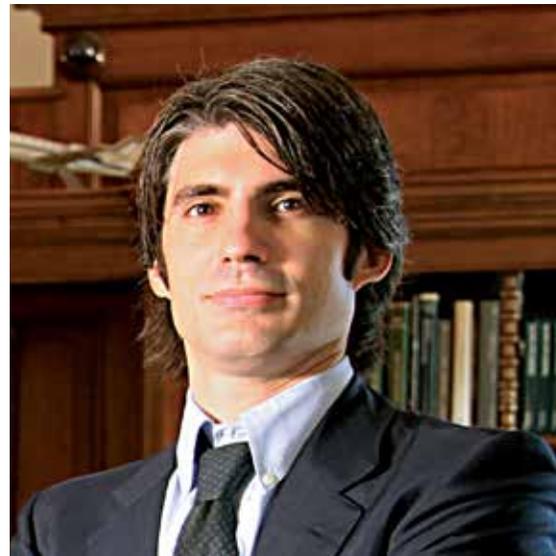


# Michele Pizzarotti: a family lesson and a vision of the future to come

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Looking towards the future I feel that I can say with certainty that we shall continue to promote the organisation so that it can continue to demonstrate the skills which it has shown up till now. A set-up like the one we have today, in which the top managers are childhood friends of my father will probably never happen again, much to my regret.



Michele Pizzarotti was born in Parma on 12 September 1975, and joined the company in 2000. He is a member of the Board of Directors of Mipien, the holding company of the Pizzarotti Group.

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**M**y entry into the company was different from that of my father, which was prompted by a dramatic event - the death of my grandfather, Pietro. In my case, knowing that my father was "at the helm" gave me the time required to become fully conscious of my role in the company. After starting out in the IT department, I proceeded to occupational safety, a very delicate area which I was interested in dealing with first hand. Following this, I embarked upon a training path similar to that followed by newly hired managers. It consisted in gaining experience in all the areas of the organisation, in order to become familiar with the work environment and the complexity of the activities across the board.

At this stage, I started to realise that corporate life was something that deeply interested me, so I began to work alongside the Managing Director, Sassi, as well as my father. This last move was of fundamental importance as it allowed me to absorb the knowledge of two people of central importance to company life, yet at the same time so different in their way of transmitting their own personal knowledge and experience. Mr. Sassi established a very direct dialogue with me while my father uttered only a few essential words on how to behave.



*Riconoscimento speciale per i 100 anni di Confindustria*

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*Impresa Dizzarotti e C. S.p.A.*

*La Presidente*

Certificate awarded to Impresa Pizzarotti & C S.p.A. on 26 May 2010 on the occasion of the celebration for the Centenary of Confindustria (Italian Confederation of Industry) during which 156 Italian companies with over 100 years of history received awards.

If I look towards the future and at the developments taking place in the current panorama, it is almost impossible for me to imagine the company under the direct control of one man alone. I am more inclined to think of a sound group of managers directed by a majority shareholder who plans the corporate strategies and intervenes in difficult situations. I imagine a forward-looking approach aimed at preparing for a new season but bearing in mind and recognising the value of what has been created up till now. The re-investment of most of the company profits will continue to be one of our strengths, and we shall also reinforce the managerial aspect of the company, an aspect that I view with ever increasing conviction and optimism. I see the future in a positive light: essentially, due to the great faith I have in our personnel, in their work and in the results they achieve.

None of this would be possible without the support of my sister Enrica and my brother Pietro. Enrica is responsible for the Human Resources Department where she has been working for some years now identifying and nurturing excellence in the people who work with us. Constantly striving to create a motivating and comfortable atmosphere around them. Pietro supervises the administrative and financial aspects of the company, thanks also the experience he gained abroad. In particular, he is responsible for relations with financial institutes and is the tactful interface between Italian and foreign contracts and headquarters.



Enrica, Pietro and Michele Pizzarotti.

Today we are well established in a number of European and North African countries and I believe it is a good policy to persevere in order to consolidate our presence, without however excluding the possibility of intervening in other markets. I don't deny it, I would like become involved, in the future, with other countries, which would present new challenges for us. I think that it is important for Impresa Pizzarotti to be always ready to sound out new opportunities in emerging markets. As far as Italy is concerned, our hope is that the national market will enable us to continue to keep a large part of our activities on the domestic market as it is clear that "at home" we can express ourselves to the best of our ability even although we operate in a system that does not always support the most competitive companies.

So many things have not been said, but I feel that what what is really important has already been conveyed through the words of some of the key figures of this century-old story.

So without unnecessary rhetoric, I can only add that we hope that Pizzarotti will continue to be a leader and an example in the panorama of family businesses for a long time to come.





"Thousands, millions of individuals work, produce and save no matter what we manage to invent to torment them, hamper them and discourage them. It is a natural instinct that drives them; not just a craving for wealth. The thrill, the pride to see your own company prospering, gaining credit, inspiring trust, extending its clientele, expanding its production plants, generate a drive towards progress that is just as strong as gain. If this were not the case, there would be no explanation for why there are entrepreneurs who squander all their energies on their own companies, investing all their capital in the same, often gaining smaller profits than they could undoubtedly obtain doing other work".

The President of the Italian Republic

Luigi Einaudi

(1874-1961)



This book is dedicated to my father

*Paul Pivrot*

