

**MONICA MENGHINI**  
*Executive Vice President,  
Chief Strategy Officer*

**2015**

EXECUTIVE VICE PRESIDENT, CHIEF STRATEGY OFFICER

**2012**

EXECUTIVE VICE PRESIDENT, INDUSTRY, MARKETING  
AND CORPORATE COMMUNICATIONS

**2011**

EXECUTIVE VICE PRESIDENT, INDUSTRY

**2009**

DASSAULT SYSTÈMES  
VICE PRESIDENT, CONSUMER GOODS AND RETAIL

**2001-2009**

PUBLICIS

- CEO OF THE JOINT VENTURE PROJECT  
BETWEEN PUBLICIS AND DASSAULT SYSTÈMES
- CEO OF SAATCHI X FOR EUROPE, MIDDLE EAST  
AND AFRICA

**1988-2001**

PROCTER & GAMBLE

- ASSOCIATE MARKETING DIRECTOR EUROPE,  
LAUNDRY ADDITIVES CATEGORY
- ASSOCIATE MARKETING DIRECTOR EUROPE,  
HEALTH CARE AND BEAUTY CARE CATEGORIES
- ASSOCIATE MARKETING DIRECTOR ITALY, BEAUTY  
CARE, HEALTH CARE, AND COSMETICS CATEGORIES
- ASSOCIATE MARKETING DIRECTOR ITALY,  
BEAUTY CARE CATEGORY



# BRAND EQUITY FOR BUSINESS LEADERSHIP



With the firm belief that brand equity is the prime source of growth for a company, Monica Menghini is committed to translating Dassault Systèmes' vision into a unique value proposition, encompassing its corporate strategy, solutions portfolio, distribution network, and marketing model. She is bolstering the company's capacity to reinvent itself as well as its ability to develop, deliver and implement groundbreaking ideas and solutions, especially through **3DEXPERIENCE**.

Monica Menghini has extensive experience in brand equity development acquired with Procter & Gamble (1988–2001), where she began her career and made a key contribution to creating, managing and growing 20 local and international brands, from fabric and home care to baby care products.

She continued to expand her marketing prowess and international experience with Saatchi & Saatchi, where she headed up development of brand equity for the international accounts managed by the group's agencies worldwide. She went on to develop a dedicated «trade & shopper marketing» network for Europe–Middle East–Africa.

In 2007, she was put in charge of the partnership between Dassault Systèmes and the global advertising agency Publicis to develop digital modeling and collaborative solutions for marketing applications, spanning packaging, points of sale and communications. This collaborative innovation approach was also at the core of the creation of Dassault Systèmes' 3DWSYM brand.

Monica Menghini joined Dassault Systèmes in 2009 as Vice President, Consumer Goods and Retail, helping to diversify the company's business activities and embrace new industry and business cultures.

In 2011, she was appointed Executive Vice President, Industry, and became a member of the Executive Committee. She began developing custom-tailored support for each of the 12 industrial sectors in which Dassault Systèmes' customers operate as the company finished taking tighter control of its entire distribution network, previously managed by IBM. Applying sharp insight into the challenges facing each sector based on a cross analysis of industry needs and consumer expectations, she revamped and expanded Dassault Systèmes' offerings into a portfolio of carefully crafted Industry Solution Experiences for each industry. To achieve this, she put together dedicated teams and fostered close coordination between research and development, sales, technical support, marketing, services and consulting.

In 2012, Monica Menghini also took responsibility for Marketing and Corporate Communications. Keenly aware that value comes from how a product is used rather than the product itself, and that consequently Dassault Systèmes needed to engage differently with customers and user communities, she played an active part in helping Bernard Charlès shape the company's next strategic growth phase in the form of «**3DEXPERIENCE**» (post PLM era) and its «Social Industry Experiences» strategy. Monica Menghini established the fundamentals for deploying this new corporate vision. She contributed to drawing the strategy for the **3DEXPERIENCE** platform's in terms of design and development. She structured and strengthened Dassault Systèmes' brand equity and value creation process. She revamped the go-to-market strategy, from enterprise planning to implementation. She defined the entire marketing policy, from design of the solutions portfolio through engagement with users. More generally, she helped embed marketing in the company's culture and reputation. She also launched Dassault Systèmes' first-ever advertising campaign around the slogan, «IF WE ask the right questions, we can change the world».

In 2015, Monica Menghini was named Executive Vice President, Chief Strategy Officer, tasked with defining and establishing a strategy roadmap for all corporate functions, spanning enterprise planning, brand and industry portfolio strategy, distribution strategy, brand and corporate marketing strategy, online marketing strategy, and online sales.

Monica Menghini holds a bachelor degree in law, a master degree in international economics, and a master degree in behavioral psychology from the University of Sapienza, Rome. She is also a former professional volleyball player and the mother of two children.