

TRANSFORMATION ARCHITECTURE & EXECUTION GOVERNANCE

THE S.T.E.P. EXECUTION ARCHITECTURE™

Strategy Demands Execution. Transformation Demands Integrity.

EXECUTIVE PORTFOLIO



A PROPRIETARY FRAMEWORK BY STEFANO ROSA ROSSO

OPENING THESIS

“

Strategy rarely fails in the Boardroom.

“

It fails when decisions do not survive contact with execution.

THE EXECUTION GAP

Not a strategy deficit. An operating-system failure across decisions, economics and accountability.

WHO I AM

I work where strategy meets execution.

I work with CEOs and Boards when strategy is clear, capital is committed - and the organisation is still not executing.

For more than 30 years, I have led complex transformation from the client side across Europe and the UAE: building commercial scale, governing technology and suppliers, and aligning executives across regulated, cross-border environments.

Today, through SRR Executive Advisory, I help CEOs, Boards and investors convert strategic decisions into performing operating models, optimised spend and disciplined execution - protecting capital while strengthening the organisation's capacity to deliver.

The S.T.E.P. Execution Architecture™ by Stefano Rosa Rosso connects Strategy, Trust, Economics and Performance in one governance system. It closes the execution gap without another theoretical programme or permanent external dependency.

30+

YEARS CLIENT-SIDE

c. €500M

ANNUAL TECHNOLOGY SPEND

-60%

CONSULTING EXPENDITURE

200 / 1,000+

PARTNERS / SALESPEOPLE

EXECUTION PHILOSOPHY

Execution integrity is designed.

Ambition must become explicit choices, accountable ownership, governed economics and decision-triggering evidence.

01

DEFINE THE EXCLUSIONS

State what the organisation will not do before demanding speed.

02

MATCH MANDATE AND AUTHORITY

Give accountable owners resources and escalation rights.

03

CONNECT ECONOMICS TO DELIVERY

Govern demand, suppliers and contracts with delivery ownership.

04

MAKE EVIDENCE DECIDE

Every critical metric must trigger a defined intervention.

05

LEAVE CAPABILITY INSIDE

The organisation must perform after external support leaves.

“

Execution integrity begins where ambiguity ends.

THE S.T.E.P. EXECUTION ARCHITECTURE™

Four disciplines. One execution system.



01

STRATEGY

STRATEGIC COHERENCE

Eliminate ambiguity. Define what the organisation will not do. Translate Board objectives into non-negotiable execution metrics.



02

TRUST

TRUST & STAKEHOLDER GOVERNANCE

Create an explicit pact between Board, C-Suite and operational teams. Clarify roles, decision rights, responsibilities and incentives.



03

ECONOMICS

ECONOMIC DISCIPLINE & STRATEGIC SOURCING

Connect demand, contracts, suppliers and delivery ownership. Self-fund transformation by removing structural inefficiency.



04

PERFORMANCE

PERFORMANCE & CAPABILITY ENDURANCE

Monitor delivery through decision-triggering KPIs. Build internal capability that remains after the mandate ends.

The weakest discipline sets the ceiling for the whole transformation.

SELECTED IMPACT

Operating evidence. Not advisory theatre.

Client-side leadership across technology, sourcing, commercial scale and regulated cross-border transformation.

30+ YEARS

Executive leadership across complex organisations and markets.

c. €500M

Annual technology spend governed.

€200M → €80M

External consulting expenditure reset.

-60%

Structural reduction while preserving delivery quality.

200 / 1,000+

Business partners / salespeople in a scaled commercial network.

EUROPE + UAE

Italy, Germany, Austria, CEE and the United Arab Emirates.

SELECTED IMPACT

FROM COST EXPOSURE TO EXECUTION GOVERNANCE

€200M → €80M.

In a large, regulated German banking technology environment, the exposure could not be solved through rate negotiation alone. Demand, supplier dependency, delivery ownership and internal capability were structurally connected.



01 STRATEGY

Defined the non-negotiable outcome: reduce structural expenditure while preserving delivery quality.



02 TRUST

Connected sponsors, delivery owners, sourcing and suppliers through explicit decision rights.



03 ECONOMICS

Separated critical capability from duplicated demand and unmanaged dependency.



04 PERFORMANCE

Tracked realised value and delivery quality together; protected internal capability.

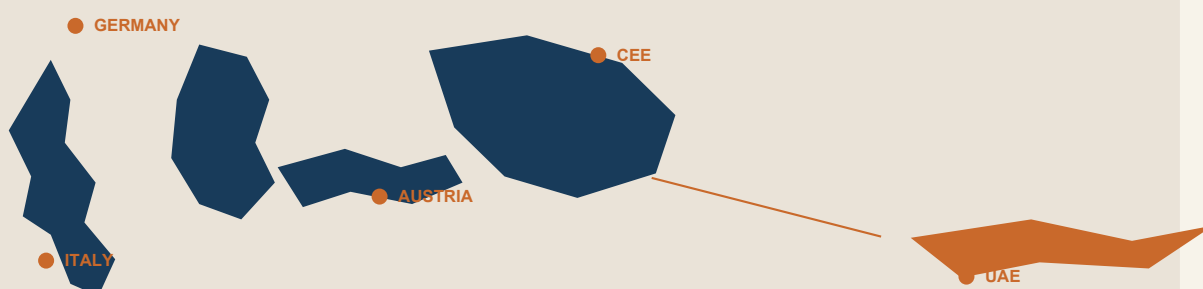
€200M → €80M | -60% | DELIVERY QUALITY PRESERVED

CROSS-BORDER EXECUTION

Different contexts. One governance discipline.

Common strategic intent and governance discipline must coexist with each market's operating realities.

INTERNATIONAL LEADERSHIP



EXECUTIVE EVIDENCE

30+ years | 15+ years across UniCredit Group | c. €500M annual technology spend

200 partners / 1,000+ salespeople | Europe + UAE

Different cultures. Shared purpose. Disciplined execution.

CAREER HIGHLIGHTS

Thirty years of execution evidence.

CAREER HIGHLIGHTS

- TIM | COMMERCIAL SCALE**
Built and governed an indirect SME network through 200 business partners and 1,000+ salespeople.
- UNICREDIT GROUP | 15+ YEARS**
Senior roles across Munich, Vienna, CEE and Milan, including Head of Strategic Sourcing & Equities Tech. Governed c. €500M in annual technology spend.
- HVB GERMANY | ECONOMIC DISCIPLINE**
Reduced annual external consulting expenditure from €200M → €80M (-60%) while preserving delivery quality.
- UNITED ARAB EMIRATES | CORPORATE LEADERSHIP**
Led in a cross-border, high-velocity environment connecting European experience with UAE market realities.
- SRR EXECUTIVE ADVISORY | PRESENT**
Advising CEOs, Boards and investors through Transformation Architecture & Execution Governance.

WHAT DRIVES ME

DECISION CLARITY

ECONOMIC DISCIPLINE

EXECUTION ENDURANCE

WHAT LEADERS SAY

Five perspectives. One consistent message.

- “ Stefano combines strategic vision with exceptional execution capabilities. He has the rare ability to navigate complex organisations, align diverse stakeholders and transform challenging situations into sustainable business outcomes.

JOANNA PAMPHILIS FOUNDER & CEO - JP GLOBAL CONSULTING
- “ Stefano combines strategic vision with pragmatic execution. He connects strategy, people and execution while creating long-term business value.

CHRISTIAN J. HAAS CEO & BOARD EXECUTIVE
- “ He understands how innovation, technology and business strategy can work together to generate sustainable results, always maintaining a balanced and collaborative approach.

DARIO CALOGERO TECHNOLOGY INVESTOR & BOARD DIRECTOR
- “ The impact extended well beyond procurement, influencing how different parts of the organisation collaborate and delivered strategic outcomes.

VITO PETRUZZELLA DIGITAL BANKING SOLUTIONS
- “ Stefano distinguished himself through lateral thinking, commercial judgement and the ability to translate strategic ambition into practical execution.

SIMONE BAREZZAN FOUNDER - I2G CONSULTING

RECOGNISED FOR

STRATEGIC VISION

Turns ambition into choices

DISCIPLINED EXECUTION

Creates accountable delivery systems

CAPITAL DISCIPLINE

Links spend to outcomes

BOARD GOVERNANCE

Improves oversight and decisions

TRANSFORMATION DELIVERY

Makes change operationally durable

WHAT LEADERS SAY

WHAT ENDURES

What endures.

COHERENCE

ACCOUNTABILITY

GOVERNANCE

ECONOMICS

PERFORMANCE

ENDURANCE

“

Strategy defines the ambition. Execution is what survives after the presentation, the programme and the advisors have left.

A CONFIDENTIAL CONVERSATION

When the strategy is approved but execution is not moving.

A 45-MINUTE DIAGNOSTIC CONVERSATION

A focused discussion on where decisions, stakeholder governance, economics or performance controls are constraining time-to-value.

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MILAN · MUNICH · VIENNA · LONDON · DUBAI

For CEOs, Boards and investors leading complex transformations.

COLOPHON

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The S.T.E.P. Execution Architecture™ is a proprietary framework by Stefano Rosa Rosso.

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COLOPHON



STRATEGY



TRUST



ECONOMICS



PERFORMANCE

Capital sets the stakes. Talent creates
the possibility. Disciplined execution
converts both into durable value.

STEFANO ROSA ROSSO

SRR EXECUTIVE ADVISORY