

Ms. Lorena Noel Piazze

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Ms. Lorena Piazze is Director for VIDPIA SAICF, a family owned business and a leading glass manufacturer in Argentina. Ms. Piazze holds a Bachelor's degree in Business Administration with a major in Marketing and a Bachelor's degree in Public Accounting from Universidad Blas Pascal. Ms. Piazze received a Specialist's Certificate in Human Resources from Universidad Empresarial Siglo XXI, and she holds a specialist degree in International Business.

With over 19 years experience in the glass industry, Lorena Piazze is Director Commercial, Marketing and Production and Glass Industry Specialist for VIDPIA SAICF (Vidrios Piazze). Vidpia is a family owned business. Mrs. Piazze holds a Bachelor's degree in Business Administration with a focus in Marketing as well as a Bachelor's degree in Public Accounting from the Universidad Blas Pascal in the Province of Córdoba. She also holds a specialists degree in International Business. In 2004 she obtained her Master's degree in Human Resources from the Universidad Empresarial Siglo XXI Business School, also in Córdoba.

In 2005 the magazine Punto a Punto nominated Piazze for the Young Executive Award. This year she was also named as a Central Region Representative to the Construction Industry's Competitiveness by the Presidency.

Piazze began her career with VIDPIA in 1998 as a Trainee. From 1999-2001 she served various management roles in the areas of Marketing, Imports and International Business.

As Marketing Manager from 1999-2000, she created Vidpia's new corporate image as well as developed an aggressive marketing and PR campaign for the company. Furthermore, she developed a technical specifications manual on the use of glass in construction that was nonexistent in the marketplace and is currently used by many architectural design schools.

As Imports Manager from 2000-2001, Piazze developed business relationships with international suppliers and successfully imported materials raw materials from the USA, China and Europe. This enabled the company to improve production quality and compete in the global marketplace.

As International Business Manager from 2001-2004, she conducted analysis of new markets, led business missions to South Africa and the United States and penetrated new markets such as Uruguay, Chile and the United States. In 2003, Mrs. Piazze presented Vidpia as a case study in a leading industry event held in South Africa.

Lorena Piazze began her current role as Commercial Manager with VIDPIA in 2004. Since then she has created new divisions within the company such as the Large Client Division, the Department of International Business, the Commercial Department for Special Architectural Glass and the Department of Technical Assessment. She has led major export initiatives to major projects in the International Arena, such as Miami Airport, Mall Plaza Oeste in Chile, the Central Bank of Argentina, Skyscrapers in Puerto Madero and other major construction projects in Argentina. She is currently leading a USD \$2.5 Million investment project to extend Vidpia's industrial Plant in 2012-14.

Since 2006 she is a Director of CACEC, Chamber of International Commerce of Cordoba

On the 2008, Lorena Piazze was selected from the Embassy of the United States like one of the emerging women leaders from Argentina and participate of a United States government programe with the magazine Fortune and the ONG Vital Voices, to be mentoring for two women leaders of United States.

In 2012 the magazine Punto a Punto nominated Piazze for the Executive Women Award and she won.

Since 2001, Vidpia's sales increased by approximately 300%. In 2005, Vidpia received Fundación Exportar's "Successful Exporter Award" for its performance in the global market. Ms. Piazze is greatly responsible for these achievements. Lastly, in 2007, Ms. Piazze obtained a country-wide distributorship agreement from 3M to sell glass-industry-specific adhesives used in the construction industry.

Lorena Piazze is one of the co-founder of Voces Vitales Argentina and since 2009, she create and represented Voces Vitales Argentina Delegacion Cordoba.

Since 2010, Lorena Piazze start to be a Director, controlling many divisions of the company like Commercial, Production glass, Marketing and Customer Service

Lorena Piazze is an active member of many chambers, ONG, Fundation and Institutions from Argentina.

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Company website: www.vidpia.com.ar