



Vincenzo Reina

Country Head of Strategy &  
Smart Insurance Transformation,  
Generali Deutschland AG

## Lebenslauf

- 13.04.1968** geboren in Triest, Italien
- seit 04/2016** **Country Functional Head Strategy & Smart Insurance Transformation**  
Generali Deutschland AG, München, Germany
- 07/2015 – 03/2016** **Country Functional Head Smart Insurance Transformation**  
Generali Deutschland AG, München, Germany
- 05/2015 – 06/2015** **Head of P&C Retail Product Strategy**  
Assicurazioni Generali SPA, Group Head Office, Triest, Italien
- 2014 – 04/2015** **Head of Global Sales**  
Assicurazioni Generali SPA, Group Head Office, Triest, Italien
- 2012 – 2014** **Head of Direct Channel & Customer Value**  
Assicurazioni Generali SPA, Group Head Office, Triest, Italien



- 2008 – 2012**                    **Head of Product & Services**  
Genertel SPA, Generali Group direct company, Triest, Italien
- 2001 – 2008**                    **Head of Marketing & Communication**  
Genertel SPA, Generali Group direct company, Triest, Italien
- 2000 – 2001**                    **Head of Business Development and Communication**  
Generali Lloyd AG, München, Deutschland
- 1999 - 2000**                    **Head of Planning and Coordination Holding**  
Generali Lloyd AG, München, Deutschland
- 1996 - 1999**                    **Responsible of Executive Board Coordination**  
EA-Generali AG, Direktion für Deutschland, München, Deutschland
- 1994 – 1995**                    **Assistant of the CEO / Trainee**  
EA-Generali AG, Direktion für Deutschland, München, Deutschland
- 1993 – 1994**                    **Employee Sales Organization Department**  
EA-Generali AG, Direktion für Deutschland, München, Deutschland
- Ausbildung**                    **Business Administration**, L. Bocconi University, Mailand
- International Insurance Development Program**, “Institut für  
Versicherungswirtschaft“ St. Gallen University (I.VW-HSG), Schweiz