### Luisella Bosetti, CFA

#### **Executive Business Leader & Academic Lecturer**

Strategic Leadership | Academic Teacher | Financial Markets | Market Strategy | Trading Strategies Commercial Strategy | Business Development | Capital Market Structure

Result-driven executive with over 15 years of leadership in financial market infrastructures, specialising in capital markets, trading, and post-trade services. Expert in commercial strategy, P&L oversight, and revenue optimisation, with a strong track record in designing and executing pricing strategies across multi-million-euro product portfolios. Adept at navigating complex legal and regulatory frameworks, driving market growth, and leading cross-border teams to deliver innovative, client-focused solutions. Recognised for deep quantitative expertise, including advanced data analytics and the application of machine learning in financial markets. Combines an academic background with international publications and university-level teaching experience.

Brings a collaborative and future-oriented leadership style that fosters innovation, transparency, and high performance. Skilled at aligning diverse teams around a shared vision, building strong stakeholder relationships, and influencing decision-making at board and regulatory levels. Committed to delivering sustainable value through strategic foresight, operational excellence, and a cohesive approach to change management.

Capital Markets Expertise • Financial Market Infrastructures • Pricing Strategy • Quantitative Analysis • Data-Driven Decision-Making • Market Microstructure • Transaction Cost Analysis • Machine Learning Applications • Regulatory Compliance • Product Development • Market Growth Strategy • Cross-Border Leadership • Stakeholder Engagement • Board-Level Influence • Change Management • Innovation Leadership

### **Academic Experience**

Co-Author of academic papers on market microstructure published in leading financial journals, as in particular:

- "The Effects of a Closing Call Auction on Market Quality and Trading Strategies", E. Kandel, B.
   Rindi, L. Bosetti, Journal of Financial Intermediation, January 2012, Vol. 21, Issue 1, pg 23-49;
- "The Impact of Large Orders in Electronic Markets", M. Murgia, A. Pinna, P. Gottardo, L. Bosetti,
   2019, International Review of Economics and Finance, Vol 59C, pg 174-192.

Since 2022, Adjunct Professor, Free University of Bozen – Bolzano, Laboratory in Financial Trading
Lecturer and guest speaker at universities and professional venues, including regulatory authorities and market infrastructures

# **Career Experience**

**Euronext Group** 

2021-August 2025

Head of Group Pricing Strategy (2021-August 2025)

Head of Pricing - Borsa Italiana (2020-2021)

Lead the strategy and tactics of pricing for trading, data, and connectivity services across Euronext Group, managing a portfolio exceeding €700M in revenues. Apply expertise in financial markets, market microstructure, trading behaviour, and the legal and regulatory environment. Drive revenue growth, client segmentation, market quality, and competitive positioning. Serve as a member of the senior leadership team, overseeing a cross-country team in Milan and Paris, ensuring alignment and high performance across markets.

- Delivered revenue synergies exceeding initial acquisition estimates for Borsa Italiana through a holistic pricing approach, deep client insight, and cohesive team execution.
- Fulfilled leadership role during the interim period between the separation of Borsa Italiana from London Stock Exchange Group and its acquisition by Euronext, ensuring business continuity and strategic alignment.
- Delivered pricing initiatives for new products and services, such as interest rate derivatives, pan-European ETFs, matching revenue objectives, and client satisfaction.

# London Stock Exchange Group

2009-2021

**Group Head of Markets Pricing** (2009-2020)

Directed the strategy and tactics of pricing across all capital markets managed by London Stock Exchange Group, leading a cross-country team based in Milan, London, and Bucharest to drive consistency and maximise commercial outcomes. Day-to-day interaction with product and sales Teams to support product innovation and business development. Focussed team of 5 direct reports, member of the Senior Leadership Team, and reporting to the Director of Capital Markets.

- Generated significant multi-year revenue growth by identifying undervalued services and optimising pricing structures, leveraging deep product and client knowledge while ensuring regulatory compliance and maintaining client engagement through collaborative team execution.
- Played a key role in the design of the Italian Financial Transaction Tax, minimising any impact on market transactions through quantitative expertise, a comprehensive understanding of capital markets, and effective collaboration with authorities and industry associations.
- Transformed the structure of the Pricing Team by initiating an advanced data-driven approach and introducing a business data scientist role, setting a precedent later adopted by other departments through innovation advocacy and effective stakeholder influence.
- Teaching experience in Mongolia (at Mongolian Stock Exchange), in Saudi Arabia (at Capital Markets Authority), and in London to delegations from overseas emerging markets such as Angola.

#### **Head of Industry Analysis and Business Support – Strategy** (2007-2009)

Directed decision-making on M&A initiatives and product development in trading and post-trade areas, leading a cross-country team in Milan and London to deliver strategic alignment and value creation.

- Improved competitive positioning of London Stock Exchange Group by working on the integration and internationalisation of Borsa Italiana's post-trade assets.
- Facilitated integration of markets and IT systems into the London Stock Exchange Group.

#### Borsa Italiana Head of Exchange Industry Analysis – R&D

2001-2007

Led initiatives in market microstructure, trading services development, pricing, and M&A, including the successful merger between Borsa Italiana and London Stock Exchange, ensuring strategic integration and market advancement.

 Contributed to the design and launch of Nuovo Mercato, Trading After Hours - Global Equity Market, and STAR segment.

Other experiences as a research and development analyst and an equity analyst.

## **Board Membership**

Board Member (2019-2021), Cassa di Compensazione e Garanzia (now Euronext Clearing)

## **Education & Professional Development**

Degree in Economics, University of Pavia

Professional Program in Al for Business, Talent Garden (expected Dec 2025)

**CFA Charterholder** 

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**Operations Certificate**, ICMA (International Capital Market)

Post-Graduate Course in Financial Markets, London School of Economics Implementing Quantitative Techniques for Financial Markets, FAME Institute

## Languages