



## GIOVANNI FEROCCE recipient of the COMMUNITY HUMANITARIAN AWARD

As CEO of Alex and Ani, Giovanni Feroce continues to demonstrate that, when driven by the passion of a humanitarian for whom commitment to people as well as to profit is paramount, the expertise and vision of a world-class business executive can produce leadership sufficiently powerful to change economic history. Mr. Feroce is widely celebrated for his stewardship of Alex and Ani. He has grown the company from \$4.5 million in sales in 2010 to \$80 million last year. In the process, Alex and Ani's employment rolls have grown from 23 to over 848 women and men, with more being added every day. Today, Alex and Ani is a global manufacturing force - one that always will remain synonymous with "Made in America."

Mr. Feroce's humanitarianism is reflected in the Social component of his "Triple Bottom Line" innovation - one that also includes Economic and Environmental metrics. The Social Bottom Line at Alex and Ani is represented by the company's philanthropic division, Charity by Design, which to date has given \$3 million to non-profit institutions through the sale of designated products. In private life, Mr. Feroce continues his humanitarian work by serving as a member of the Executive Leadership Team of the Southern New England Heart Ball 2012-2013, chairing the American Heart Association Heart Ball, 2014, and standing as the Technology Sponsor of the 2013 MET Center for Innovation and Entrepreneurship, among other, similar endeavors.

Born in Switzerland, Giovanni Feroce was briefly raised in Italy before moving to West Warwick, RI with his family. As he often teaches, "A leader's success is not measured in challenges circumvented, but in challenges overcome ... not in sacrifices unmade, but in sacrifices offered for the benefit of others ... not in wealth accumulated, but in wealth shared. To be a leader of people, you must understand how to motivate people. It is impossible to motivate others to work hard and sacrifice if you do not set the examples of working hard and sacrificing. One's contributions to community and to country are never capped."

Prior to joining Alex and Ani, Mr. Feroce cultivated his diverse leadership skills through politics and the military. He entered political service as Rhode Island's - and the nation's - youngest state senator, was a member of the Corporations and Labor Committees, and served as Secretary of the Joint Committee for Veteran's Affairs and as Commissioner of the Rhode Island State Lottery. His military experience includes serving as a United States Army field grade officer and Operation Iraqi Freedom Combat Veteran. Mr. Feroce's education includes the Wharton School - The University of Pennsylvania (Advanced Management Program), The University of Rhode Island (BA, Political Science) and the United States John F. Kennedy Special Warfare Center and School (Civil Affairs Officer Advance Course). Mr. Feroce is also the President of Seven Swords Media LLC, Co-Chairman of Bryant University's World Trade Day 2012-2013, Member of the Corporate Advisory Council of the US Chamber of Commerce, and Member of the Board of Trustees of the Fogarty Foundation.

