

**Diego Marchioni**  
CEO, Kidrobot

Diego Marchioni was appointed to the position of Chief Executive Officer (CEO) of Kidrobot in November, 2008. As CEO of Kidrobot, Marchioni works closely with Paul Budnitz, the company's Founder and President, to strategically position the brand for continued growth in all categories.

Prior to his post at Kidrobot, he served as Chief Financial Officer for W!LDBRAIN and as Chief Operating Officer of Kidrobot. Before W!LDBRAIN, Marchioni was Investment Director at Syntek Capital, A.G., a leading venture capital and private equity holding company with interests in sectors including media and technology. In this position, he was directly responsible for executing deals, fundraising and successful exit transactions in the United States, Europe and Israel. From 1997 to 2000, Marchioni was a consultant for McKinsey & Company, a leading management consulting firm. During his tenure at McKinsey, he served clients in numerous industries, including media, telecommunications and financial services.

Marchioni holds a Masters in Business Administration from the Profingest Business School in Italy, where he graduated in the top five percent of his class. He received a Bachelor of Science in Theoretical Physics from University degli studi di Bologna.

He is based at Kidrobot's headquarters in New York City.