

Curriculum Vitae

**KEY SKILLS**

- Marketing and Sales: several years of experience in driving product development across functions (concept definition, sourcing, quality control, promotion)
- Service and marketing oriented personality: strong drive to identify customers (internal / external) needs and proactively address them
- Strong interpersonal and multi-cultural skills, with work experience in several countries and with different partners at all levels
- Rigorous and disciplined work attitude: comfortable in managing multiple tasks in a demanding environment maintaining a positive / can do attitude

PROFESSIONAL EXPERIENCE

01.2010 - 01.2011 UNICEF, Cards & Gifts Division, Geneva, Product Manager

In charge of the development of a new range of gifts products involving a team of 15 people (procurement, quality control and graphic designers). Turn over: 10 mln euro. Range of products: 100 items. Market: 21 countries all over the world.

Key responsibilities:

- Source and generate ideas
- Select and convert concepts into viable product propositions to meet the needs of the markets
- Determine functionality, quality and safety aspects for all product concepts
- Establish product briefs for design elements and work with in-house or external resource to develop designs
- Define product specifications for public tenders / sourcing agents and work with procurement to source products
- Manage supplier sample submissions
- Evaluate product and packaging offers according to the set standards
- Work with graphic designer to develop product and packaging artwork
- Organization of promotional events
- Presentation of collections to National Committees

11.2004 - 12.2009 Ctm Altromercato, Verona, Product Manager Apparel and Textile

In charge of the development and marketing of Home Accessories and Apparel collections throughout the entire value chain. Turn over 7 mln euro. Range of products: 500.

Key responsibilities:

- Strategic planning: definition of the collection, pricing, planning, data sales monitoring
- Market trends evaluations
- Research and product development: briefing and designers coordination, research on materials, direct relationships with suppliers, prototypes development
- Creation of product technical specifications
- Launch of a new baby clothing line
- Promotion: presentation of collection to retailers, promotional campaign, PR
- Development of specific projects for corporate segment (e.g. jewelry line for Park Hyatt Italy)
- Content management activities: management of data/ pictures/ text in the Company website
- Elaboration of text for the website and for the presentation of Collection

INTERNSHIPS AND PRACTICAL EXPERIENCE

05.2002 - 11.2002 Internship, Ctm Altromercato, Verona

- Team assistant for sales & marketing department: create presentations, organization of events for distributors, travel coordination

2000 - 2003 Attendant in several art galleries in Verona

EDUCATION

**09.1999 - 07.2004 University Bocconi, Milan (Italy)
Master of Science in Economics and Business Administration**

02.2003- 07.2003 Student Exchange Program at S. Antipolis University, Nice (France)

1994 - 1999 High School Lyceum Scipione Maffei, Verona

1993 - 1999 Conservatory F. Dall'Abaco, Verona (8 grade of Piano)

LANGUAGES

Italian	Mother tongue
English	Fluent spoken and written
German	Very Good knowledge
French	Fluent spoken and good written

IT-SKILLS

Highly proficient in all MS-Office programs

INTERESTS

Contemporary art, Classical Music, Hiking, Illustrations for children