

NAME
ADDRESS

EDUCATION

2006 – 2008 **LONDON BUSINESS SCHOOL** – Reading for MBA degree – London - UK

1999 – 2004 **UNIVERSITA' COMMERCIALE LUIGI BOCCONI** – Milan Italy
Bachelor degree in Business Administration - Thesys: "Private Equity and STAR segment IPO"

BUSINESS EXPERIENCE

Jan 2007/Sept 2007 - **XY** – London – UK – **Special Projects Manager**

Led the Directors' team to develop the five-year strategic and financial plan

Created and introduced a new cross-functional management strategy in order to improve customer satisfaction and loyalty

Jun 2004/Jul 2006 - **International Advisory firm** – Milan, Italy – **Consultant**

Led analytical stream for cash flows modelling and capital structure of primary banking group public sector division in order to gain Bank of Italy approval for spin-off

Designed business plan for regional bank entering the consumer credit market to achieve 5% of market share

Led the HR and Organization streams of regional bank to centralize back office activities. Relocated 400 employees to sales and improved cost ratio of more than 10%

Redesigned compensation and incentive plan for 4,500 employees of regional bank to contain the overall cost and reward top performance

Introduced a bottom up budgeting process in regional bank improving sales performance for over 300 branches

Jun 2007/May 2004 - **Advisory firm** – Milan, Italy – **Business Consultant**

Advised entrepreneur selling e-commerce company for 1,5 M€ on all deal related aspects

Carried out evaluation and led due diligence team in Wood Chipboards Group sale for succession issue

Supported a consultancy team to redesign the customer loyalty program of the largest Italian Retailer. Membership numbers more than 5 million

Managed several e-business projects on customer loyalty, co-marketing, sponsorship and advertising campaigns. This including advising clients, defining project scope and investments, staffing people and coordinating implementation team

Jun 2001/May 2002 – **Internet Company** – Milan – Italy – **Sponsorships' Manager and Special Projects**

Supported CEO in intra-group team to define and develop business plan for a CRM start up company. Now has more than 500 employees

Defined, implemented and managed sales sponsorships with online malls and traditional retailers in the automotive industry to improve brand awareness and increase revenue

Supported CEO and Sales Director in business development identifying potential clients, preparing presentations and final agreements

Jan 2000/May 2001 - **Advisory firm** – Milan Italy – **Analyst**

Developed business plan of e-fashion e-commerce initiative for venture capital investment

Coordinated external web agencies, implementing web projects, mainly virtual communities for automotive and financial services