

## PROFESSIONAL PROFILE

Senior executive with entrepreneurial approach and extensive HR, marketing, communication and stakeholder engagement experience. My purpose is to help people maximize their performances through empowerment, education and engagement. Highly collaborative, authentic leader, progressive and innovative. Untiring curious of life and passionate of people. Director of the Corporate Academy and chief for global employer branding.

## EDUCATION

- 2021-2023**                    **SDA BOCCONI**, Italy  
Executive Master in Business Administration
- 1992-1998**                    **LA SAPIENZA**, Rome, Italy  
Pharmaceutical Chemistry, cum laude

## PROFESSIONAL EXPERIENCE

- 2018**                            **ANGELINI HOLDING**, Rome, Italy  
Industrial holding company for the Angelini group, operating in 26 countries with 5,700 employees and revenues for 1,7 billions euros. This industrial group operates in pharmaceutical, consumer goods, machinery, perfumery and wine sectors.  
*Director of the Corporate Academy and global chief for employer branding*
- Designed new organizational structure of the Angelini Academy, global corporate university serving all employees of the Angelini group, integrating and enhancing local operational academies.
  - Built partnership with more than 20 international business schools and activated more than 90 educational programs in 1 year.
  - Created hundred of personalized developing programs for talents
  - Reshaped global intranet architecture and won most prestigious international prize, the "Norman Nielsen intranet award"
  - Ideated and executed a huge engagement campaign, addressed to internal and external stakeholders, to celebrate company's 100 years of history.
- 2001 - 2018**                    **ANGELINI PHARMA**, Ancona, Roma, Italy  
Angelini Pharma is the pharmaceutical division of the Angelini group. Leader in healthcare, with particular strenght and expertise in the field of central nervous system and mental health, pain and rare disease.  
*Director of marketing department*
- Handled a portfolio of €500M and a marketing budget of €6M
  - Developed yearly product range defining its value proposition, sales approach, go-to-market according to different markets, sales channels and brands. Launched more than 30 new ranges in Retail and Professional channel
  - Built and directed implementation of a new customer value driven segmentation to support a multichannel interaction plan deployment improving customer loyalty levels
  - Managed 14 direct reports, restructuring team to include 2 Marketing Manager + 1 Marketing Innovation Manager + 1 Pharma Business Scenario Manager + 5 Therapeutic Area Manager + 4Product Manager + 1 marketing assistant
- 1998 - 2001**                    **JANSSEN CILAG SPA**, Latin, Italy  
Pharmaceutical company of Johnson & Johnson  
*Developer of analytical methods*
- Acquired logics of a multinational company
  - Managed a Team of 4 analysts



## Personal data

[Redacted personal data]

## LANGUAGES

Italian: native; English: fluent

## ADDITIONAL INFORMATION

- Panelist with topic "Corporate Academy: value, appeal, evaluation", ASFOR & AIDP symposium 2021
- Winner of the Norman Nielsen Group Intranet Design Annual Award, 2020
- Chairman and facilitator, Angelini Academy International Board meeting, 2020
- Specialized in Multimedia WEB Communication, IED 2018