



Romano Alber- tazzi ≈

Advisor - Project Manager -
Manager

📍 Milan, Metropolitan City of Milan,
Italy

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Languages

Italian (Native)

English (Work Proficiency)

French (Basic)

About

I am an experienced business management professional with a proven, consistent track record of business start-ups, growth and P&L consolidation of Multinational Corporations and National and International non-Governmental Organizations. I would like to bring my strong background of experience in consolidating existing assets and developing new activities and projects to your attention, specifically contributing to the following:

- A finely honed strategic sense that makes me a value-added and innovative solution provider, combined with the proven ability to strategize expansion both into the important emerging global markets and the development of innovative funding models and mechanisms;
- A strong commitment to the management of complex organizations, along with a heightened sensitivity for team management, coaching groups and dispersed staff coordination;
- A solid marketing and partnership building background and the savvy to comprehend, implement, and troubleshoot resource mobilization operations while achieving business growth, increased market share and contribution;
- The open-mindedness, adaptability, business acumen, and entrepreneurial spirit needed by an organization to build and maintain profitable relationships with its stakeholders and the donors' base. My experience is extensive and diverse – from new business start-ups to successful turn-around of established operations of diverse markets. I am a proficient all-around management practitioner with a highly applicable background and impressive leadership, communication, presentation, and team-building skills. I offer more than 25 years of solid and hands-on strategic, business, marketing, sales, and development experience, which would successfully help your Organization to pursue their strategic direction. A Master Course in Corporate Coaching plus the Mental Training Inc. Certification as Mental Coach and a completed Executive Master training, along with the rewarded IBLF's Certificate in Partnering Practice, plus the exposure to a multi-cultural and diverse organizational environment further bolster my qualifications. A professional profile

BRANDS WORKED WITH

- 12 snap AG/Italy
- ActionAid International Italy
- Andersen.Consulting
- Bolton Group Alimentare (Trinity Alimentari)
- COOPI - Cooperazione Internazionale NGO/Onlus
- EMI - Virgin Music Group Italy
- Impact Society
- Lentati & Partners consulting firm (The Resource Alliance representative)
- Lifenergy S.r.l.
- Maieutica RETE S.r.l.
- Scandinavian institute for administrative research (Siar)
- Sight Savers International Italy - NGO/Onlus
- Sport Society
- The Italian Reputation Company
- The Walt Disney Company Italia

Experience

● Partnership and Business Coach

Bolton Group Alimentare (Trinity Alimentari) | Sep 1994

In addition to all the previous responsibilities, further assignments as follows: o launch of a new branded range of products, managing:

- consumer research
- concept product tests
- definingof the marketing strategy
- brandpositioning
- advertisingand promotion strategy
- carrying out a "category management test project" in co-ordination with trade marketing dept. and two major retailing chains Direct management of a product manager and a junior product manager

- **Senior Brand Manager**

Bolton Group Alimentare (Trinity Alimentari) | Jan 1994

In addition to previous responsibilities: o management of a family of products targeted to catering sector (Horeca) and to "value for money segments" o new products and line-extensions projects

- **Brand Manager**

Bolton Group Alimentare (Trinity Alimentari) | Dec 1992

o Responsible for marketing of the whole canned meats branded line, the second Trinity's core business; all products array turnover value was 30 Million Euro o Responsibility for meat processed products targeted to distribution chains' private labels and to catering market and Ho.Re.Ca. Supervision on a junior product manager

- **Product Manager**

Bolton Group Alimentare (Trinity Alimentari) | Feb 1992

- **Key Account Sales Manager**

Bolton Group Alimentare (Trinity Alimentari) | Jul 1991

o Secondment, for 8 months, in the Sales Management Department. o In this position I was responsible for all Trinity's brands/products sales, with regard to all major retailing accounts in Central Italy. o Direct reporting to Trinity Alimentari's Sales Director

- **Junior Product Manager**

Bolton Group Alimentare (Trinity Alimentari) | Jul 1990

Bolton is a conglomerated group operating in different F.M.C.G. markets (processed food, toiletries, household prod., sanitary towels, diapers etc) throughout different companies and business units.



- **Advisor – Project Manager**

Impact Society |

Advice and consulting to organizations aiming at: developing innovative projects, setting-up of Social Impact Ventures, Social Impact Investing, New business start-up initiatives.

--New project design and coordination for ActionAid International Italy: Social Impact Investing

--Start-up social venture advisor: Social Enterprise Academy / ACRA Foundation – Opes Fund <http://www.socialenterprise.academy/it/>

--Consulting in Partnerships Building and Corporate Fundraising: Milano 2035, Coalition for Social Housing in the Milan Area - <https://bit.ly/2OEIC2m>

--Consulting in Strategy design, Theory of Change and Service Design: Fondazione Giancarlo Quarta (Research and Training in the "Doctor-Patient" Relation, Patient Experience - <https://www.fondazionegiancarloquarta.it/>



- **Advisor-Contract Manager -Sport**

Sport Society |

Social Change, Multi Sector Partnerships, Fundraising. o Sport @Society is a management consulting hub that serves leading businesses, clubs, federations, non governmental organizations, and not-for-profits. o Helping clients to leverage the connecting power of sport as a tool for social development and CSR, in particular aimed at national and local community programs addressing to disadvantaged people. o Striving to using sport as a sustainable tool to inform the organizations' CSR and Shared Value strategies to promote health, inclusion, education, employability and creating chances for people. o Advisor to start-up initiatives and CSR / Social Enterprise projects. Previous jobs

- **Reputation Manager**

The Italian Reputation Company |

Consulting

•Reputation Analysis: Understand how you are perceived online and on traditional media, monitor your reputation over time

•Competitor Analysis: Analyze the positioning on the web and the reputation of the brand and its products in comparison to other competitors and the reference sector

● Corporate and Executive Coach

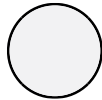
Maieutica RETE S.r.l. |

In addition to my tenure as Sightsavers' Executive Manager, since 2007 I have served as independent corporate & executive coach and consultant to a blue-chip company operating in the management & IT consultancy and outsourcing businesses (Accenture S.p.A.)

● Associate Consultant

Scandinavian institute for administrative research (Siar) |

Consulting firm operating in strategy and organizational consulting, founded by Richard Normann - University of Stockholm



● Andersen.Consulting |

o Researcher for "business administration school SDA-Bocconi University" study focused on Andersen's strategy policies, structure re-organization process and planning/controlling systems; o strategic planning & business analysis o internship in planning & control department

● Consultant for Corporate Partnership, Innovation Programs and Expo2015

ActionAid International Italy | Jun 2013 - Dec 2015

Advisor to ActionAid in developing and establishing multi-stakeholder partnerships and corporate engagement for both the shared participation in Milan Expo2015 and direct partnering in development programs (Italy and Developing Countries);

•Delegate to ActionAid's participation to Expo2015 as Civil Society Official Participant;

•Ideation, program design and implementation of "Sport for development program area" aiming to leverage sports and football as empowerment tool for youth employability in Italy and communities' development: o Ideation, program design and coordination of two projects (Sport and Football for NEETs) in Turin and Milan o Partners engagement and management of the cross-sector partnership schemes related to those projects (partnership building with A.C. Milan Football and other third parties) o Ideation and coordination of the project Play for change: against discrimination and social exclusion in Italy (Enhancing universal access to sport for primary school children at risk of social exclusion in 4 Italian towns) funded by the King Baudouin Foundation, in partnership with A.C. Milan.

•Looking after the implementation and funding of a series of pilot projects aiming to address the "NEET" (not in employment, education and training) issue in Italy through engaging with young people from disadvantaged backgrounds in a structured sport, football and education program.

•Advisor to ActionAid in several areas: marketing, resources mobilization and innovation, licensing, business & service design, social enterprise strategies.

● Country Director – Head of Sightsavers

Sight Savers International Italy - NGO/Onlus | May 2007 - Sep 2012

Responsible for start-up and consolidating the Sightsavers' International Italian subsidiary and related setting up of operational and organizational activities. www.sightsavers.org www.sightsavers.it www.donalavista.it In this position, I have looked after the setting up of Sightsavers Italian Branch and the management and coordination of the following activities: o 3/5 years strategy and planning o 3/5 years organizational strategy o P/L full responsibility, administration and financial management o communication and promotion/advocacy strategy and operational plans o fundraising strategy and strategic planning (individual donors, trust and foundations, corporate, institutional donor and international aid agencies) o Internet, web and digital & new media strategy and implementation (Italy and International) o Stakeholders' engagement and Cross sector Partnerships (International) o Campaigning, marketing and cause

related marketing strategy o direct coordination of the Communications, P.R., Direct marketing agencies and outsourced professionals (Italy and Abroad) o coordination and direct supervision on dedicated functional resources centralized in UK H.Q. (finance, admin., program management, International Institutions and Government Funding/Relations, Advocacy, New Technologies – IT)

- **Director Marketing & Communications, Fundraising**

COOPI - Cooperazione Internazionale NGO/Onlus | Jun 2005 - May 2007

Following my previous involvement and former role as strategy consultant, I have joined COOPI, being appointed to the above mentioned Director position. Here I looked after the overall management and the coordination of a newly created Business Unit made up of three constituting departments: o Marketing & Communications: Strategic marketing, Marketing Communications strategies, Press Office, Web and Online activities, Brand Building Strategy, Direct Marketing. Consumer research o Fundraising: lead generation, individual donors, donor relationship management and satisfaction, child sponsorship projects, corporate sector engagement, CSR, corporate and grant-making foundations o Italian Operations: Regional and Local Offices Management, Campaigning Strategies, Advocacy, Education to Sustainable Development, Human Rights and CSR Projects, Volunteers engagement, training and people raising, Sustainable Travel/Tourism Projects, Craftsmanship & Commercial Activities The role I was appointed to involved a wide range of tasks, such as: strategies definition and plans implementation, re organization and structuring of a "three – arms" division unit (as per above description), people and staff coordination and management, networks relationships (inside/outside the not for profit sector). The Unit's overall staff consisted in over 20 professionals.

- **Senior Consultant and Business Development**

Lentati & Partners consulting firm (The Resource Alliance representative | Apr 2003 - May 2005

I served as Senior Consultant in Lentati & Partners, consulting firm specialized in fundraising, social marketing, cause related marketing, corporate social responsibility and management consulting for "not for profit" organizations. I was also responsible for Cause Related Marketing and Cultural Partnerships and Sponsorships, as well for new business development. There I carried out several NPO-Corporate engagement activities and NGO's strategic planning and change management projects.

- **Senior Consultant**

Lifenergy S.r.l. | Jan 2002 - Apr 2003

- **Business Development, Marketing and Sales Director**

12 snap AG/Italy | Apr 2000 - Sep 2001

In 2000 12snap Italy was a "new-tech" start-up company, the Italian branch of 12snap AG, international group operating in mobile commerce and leader in development of advanced e-commerce applications through mobile phones (VAS). In 12snap I was responsible of the following areas: o content and service strategies definition, product marketing strategy and plans, with regard to: different m commerce applications, consumer targets and interest areas/sectors; o building and development of partnership and supply deals with top brands/ companies of the following sectors: music & entertainment, consumer electronics, hi-tech, travels & leisure time, sports & events, shopping and fashion; o co-marketing, co-promotion and advertising planning with partner companies and third parts; o definition of new services to consumers and 1 to 1 direct marketing plans o definition and setting of commercial policies and deals; o responsible of Milan commercial offices o direction of a team made up of 4 category managers e 1 assistant;

- **Interim-contract manager**

The Walt Disney Company Italia | Jan 2000 - Mar 2000

As contract manager, I looked after a project focused on the following areas: o trade marketing for WD records division o special and premium projects with third parties o tie-ins with publishing and media companies

- **Strategic Marketing Director – Business Development Unit Responsible**

EMI - Virgin Music Group Italy | Jul 1995 - Jan 2000

Responsible for the direction and management of the Emi Music Group Italy "Strategic Marketing Division" Main tasks: o responsible for back-catalogue management with regard to all music genres and for new artists' special projects o jazz music Division Head (Blue Note Records, Pacific/Capitol Jazz Records, Owl Records.) responsible both for catalogue and new releases management and for relations with artists as well. o responsible for all "compilation" recording projects o responsible for special marketing and co-marketing/partnership projects (w/ partners ranging from record/music companies to F.M.C.G. Sector, Publishing Industry, TV broadcasting companies and radio networks) o responsible for sponsorship projects o special projects, kiosk (news agents) and direct mktg. projects (identification and exploitation of new distribution channels for recorded music products)

Education & Training

2016 - 2017 ● **Mental Training Inc.**

Certified Mental coach, Sports and Business Mental Training

2012 - 2012 ● **The Partnering Initiative**

Certificate in Partnering Paractice, Multi-sectoral Partnering

2010 - 2010 ● **CFMT-Università di Castellanza LIUC**

Executive Master, General Management

2002 - 2003 ● **Coach U Inc.**

Master in Executive and Corporate Coaching, Executive & Corporate Coaching

1983 - 1989 ● **Luigi Bocconi University**

Laurea in Economia Aziendale, Degree in Economics & Business Administration,