Dweet



Romano Albertazzi ≈

Advisor - Project Manager -Manager

Milan, Metropolitan City of Milan, Italy

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Links

in LinkedIn

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



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
- ${}^{\scriptstyle \bullet} \text{defining} \, \text{of the marketing strategy} \,$
- 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/20EIC2m
- --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-organisation 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 \mid 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,