

PROFESSIONAL BACKGROUND



Since August 2000 to date

Mito Group srl Modena, Italy

Marketing and communication company - strategies, projects and innovative services

Managing Director

C.T.R. Cagliari, Italy

Co-operative specialising in the management and organisation of public services

Marketing and Development Manager

1991-2000

Modena City Council

Director at Modena City Council since 1991 and **Director** of the Youth Policies Service.

Lecturer in Italy and abroad at several training workshops and meetings on prevention, social issues and social policies marketing,

such as:

Sixth, seventh and eighth International Rehabilitation Centres Conference (The Hague, Chicago, Rome)

National Operators Meeting (Barcelona)

European Information Workshop (Paris)

Conference of the Swiss League for Human Rights (Geneva)

Italy-Russia Conference (Palermo)

Communication and Drugs Conference by the Premiership (Venice)

Lecturer of training courses in Prato, Ferrara, Turin, Florence, Caserta, Udine, Bologna, Milan, Naples, Ragusa, Madrid, Barcelona, Oviedo, Palma de Mallorca, Buenos Aires, London.

Conferences on social marketing and prevention, in Argentina, Chile, Uruguay and Paraguay.

Former advisor to the city councils of Piombino, Ferrara, Venice and others.

As regards marketing and communication, conferences and training courses for several city councils, provinces and corporations, in: Padova, Verona, Bari, Catania, Trento, Florence, Madrid etc.

Up to August 2000, **Head director** of the marketing and communication division at Modena City Council.

For many years, I have been **director** of the communication and citizen relations services, the press office, the tourist promotion agency, the citizen relations department, I have been in charge of the service quality assessment service, of the tourism and local marketing department; in addition, I have been responsible for the co-ordination of the tourist promotion of the art cities of the region Emilia Romagna for the regional tourism promotion agency.

Marketing and Communication Manager

Member of the National Council of the Public Relations Association;
Lecturer and trainer in marketing and communication for public and private institutions.

1985 - 1991

Modena City Council In charge of the Youth and Social Problems prevention project.

1982 - 1985

In charge of the Drug Addiction Prevention Centre and supporter of the first public rehabilitation centre.

1971 - 1982

Bologna City Council I headed the experience of the residence group for problem teenagers.

ACADEMIC AND EDUCATIONAL BACKGROUND

1977 University of Bologna Degree in Education, specialisation in Psychology.

1985 IEFROSS private school (Rome) Post-Graduate course in Relational System Therapy

1998 School for Advanced Education in Public Administration (Bologna) Master in Marketing and Public Communication

LANGUAGES

Italian Native speaker

English Good

Spanish Fairly good