
Career Goals/Professional Statement

After a BA and an MSc in Tourism Economics and Management, I decided to keep on studying and to internationalize my background. I graduated in a multiple master degree gaining my second MSc in France, an Italian Master di 1° livello and an MBA in China. My curriculum is strictly related to tourism and international companies, with a focus on the new technologies. I have been the promoter of "Italy China Friendly Hotel", a fast growing project including hotels, destinations and shops. I had responsibility duties since the beginning of my career, managing companies and tutoring important entrepreneurs. I had the chance to teach tourism and marketing techniques, to develop business plans for private and public bodies and to manage the re-opening and the marketing strategies of important hotels, in Italy and in Madagascar. I gained international experience both for studying and for working; this allowed me to meet different culture and to experience the peer learning. I use to work under pressure and I am continuously seeking for new challenges in the world of tourism.

Studies and Educational Background

	MIEX PROGRAM (EFMD EQUIS & AMBA certified) Multiple Master Degree in International Management	<i>Brand Management, Financial Analysis, Human Resources, International Banking, Transportation and Logistics, International Finance, International Law, Chinese Environment, International Management, Asian Markets, Asian Culture, Negotiation Techniques</i>
Sept. 2011 – July 2013	ECUST University Shanghai, China – MBA ICN Business School Nancy, France – Master of Science (MSc) Università di Bologna, Italy – Master di 1° Livello Thesis: Outbound Chinese Tourism toward Italy and Madagascar	
Dec. 2009 – Dec. 2011	Master of Science in Economics and Management of Tourism University of Bologna 110/110 with honors Thesis: Destination Management. A comparison between mass-tourism and élite destinations	<i>Economics of Tourism, Destination Management, Hotel Management, Revenue Management, Tourism Law Macroeconomics of tourism, Finance Statistics of Tourism, Business</i>
Oct. 2006 – Dec. 2009	Bachelor in Economics of Tourism (UNWTO Tedqual certification) University of Bologna Thesis: Revenue Management for hotels and airlines	<i>Event Management, Management, Microeconomics of Tourism, Law, STATA, International Marketing, Empiric Models</i>

Relevant Courses

Jan 2014 – Nov 2014, Executive Master in Project Management and Human Resources, Artioli&Sala Consulting, Modena (Italy)
February 2011, Event Manager for the conference: "Sustainable tourism: vogue, ethic or interest?", Università di Bologna (Italy)
March 2010, Intensive Program in Marketing & Management for small and medium hotels, Antwerpen (Belgium)
September 2009, Summer School: Tourism, Culture and Territorial development, Rimini (Italy)
June 2009, Executive Master: Alternative Dispute Resolution (ADR), NCRC San Diego (USA) – Bologna, (Italy)
March 2009, Intensive Program in Marketing & Management for small and medium hotels, Girona (Spain)
May 2005, ECDL – European Computer Driving License
Sept 2003 – Jul 2005: Diploma: Technician of industrial automation (European level 4), Rimini (Italy)
Sept 2000 – Jul 2005: Diploma: Expert in Electronics & Telecommunications, Rimini (Italy)

Work Experience

April 2018 - Actual	Diemme Hospitality Group – Province of Rimini (IT) - CEO. Manager of a group of 3 hotels and 2 smaller properties
July 2011 – Actual	Resort Madagascar sàrl (www.resortmadagascar.com) – Andavadoaka (Madagascar) - Re-opening manager; Marketing & Web Marketing director
May 2015 – April 2018	Booking.com (www.booking.com) – Rimini (IT) - Account Manager for Rimini City and Bologna City
Sept 2014 – May 2015	Eden Viaggi s.r.l. (www.edenviaggi.it) – Pesaro (IT) - Product Manager and Project Manager for Medical Tourism
Jan 2014 – August 2014	Hotel Elizabeth 4*(www.hotelelizabeth.com) - Hotel Mirage 3*(www.hotelmiragebellaria.it) – Bellaria (IT) - Re-opening manager; Marketing Manager; Sales Director
Jul 2013 – April 2014	Teamwork srl (www.teamwork-rimini.com) – Rimini (IT) - Consultant for Tourism; in charge of Italy China Friendly Hotels

Feb 2013 – Jul 2013	United Nations Headquarters – UNDEF, New York (www.un.org/democracyfund) (New York – USA) - Project Manager with 2,5 MLN \$ of budget
Jan 2011 – Jan 2014	O.N.G. Amici di Ampasilava, Madagascar (www.amicidiampasilava.com) - Madagascar - Event Manager & Fundraiser
Summer season 2012	Hotel Residenza Giardino (www.residenzagiardino.it) – Bellaria (IT) - Deputy Director
July 2011	Marketing & Promotion: Gazzetta dello Sport, Huawei®, LG®, Regione Lombardia, APT Cesenatico (FC), Wacom
Dec 2000 – June 2011	Laguna Blu Resort, Andavadoaka – Madagascar (www.lagunabluresort.com): Italy Area Manager, Marketing
Dec 2005 – Dec 2006	Ministero della Difesa – Ministry of Defence
Summer 2003 – 2008	Acquario Vacanze, V.le Panzini, 70 – 47814 Rimini (www.acquariovacanze.it): Sales & Front Office Representative
Winter 2002 - 2005	Hardware Italia, V.le Pascoli, 170 – 47923 Rimini (www.neginformatica.it) Part-time internship. Computer Technician

Language Skills

Mother tongue: Italian	English: Bilingual (C2)	Spanish: Intermediate (B1)	French: Intermediate (B1)	Chinese: Beginner (A1)
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Computer skills

Professional knowledge of all the main software (win & mac), deep knowledge of hardware (pc and mobile), knowledge of hotel management software and SAP. Knowledge of SEO, SEM, mobile and social media marketing. SABRE and IBM Lotus Notes.

Personal interests, Hobbies, Prizes and Awards and Publications

July 2005: Scholarship "CNA Rimini" for a liquid cooled computer PLC controlled (500€)

May 2012: Scholarship "Cavaliere del Lavoro Emilia-Romagna" for the best master thesis in tourism management of the year (5.000€)

The ICN Business School's MSc in International Management - MIEX won first prize in the Msc category from Le Moniteur du Commerce International (Le MOCI) during its 4th Palmarès des formations au Commerce International and came in 5th position overall in 2012. ICN Business School was ranked 20th amongst all Business Schools in the Master Grade of the Grandes Ecoles.

Publications: - Water Park Hotels, Turismo d'Italia - Federalberghi, 2014, Milano

- Marketing and Management Strategies for Small and Medium European Hotels, Educational&Training, 2009, Girona
- Marketing and Management Strategies for Small and Medium European Hotels, Educational&Training, 2010, Antwerp
- Destination Weddings, Teamwork, 2013, Rimini
- How to (re)open a hotel in the age of internet, in progress

I like travelling with my camera and playing volleyball are my two passions.

References

Dott. Cino Francioni, MIEX Coordinator - University of Bologna - cino.francioni@unibo.it Tel. +39 340 6502043

Dott. Roland Rich – Executive Director of United Nations Democracy Fund – rich@un.org

Laura Vici, Professor – University of Bologna – Email laura.vici@unibo.it

Elisabetta Savini – Hotel Chain Manager – info@residenzagiardino.it Tel. +39 335 8009850

Dott. Alessandro Pasotto – President of NGO Amici di Ampasilava – Email lagunabluresort@lagunabluresort.com

Autorizzo il trattamento dei miei dati personali ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali".