

CURRICULUM VITAE

Biagio Oppi

March 6, 2023

PERSONALS

Name	OPPI BIAGIO
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Nationality	Italian
Data of Birth	26 TH OF APRIL 1976

I am a public relations and corporate communication professional with more than **20 years in communication, patient advocacy, public affairs, crisis management, media relations**. I have been working for **the last 12 years in healthcare companies**, from medical devices to pharma and biotech industry, supporting different business areas such as **rare disease, specialty, OTC and primary care**.

CURRENT JOB

Period	Since September 2022
Name and address of employer	Pfizer Italia
Type of business	Pharmaceuticals
Position held	Director of External Communications
Main activities and responsibilities	Corporate Communication & Reputation Management Media Relations & Digital Communication Business Communication Crisis & Issue Management

Reporting to International Communication Head, I am in charge of all external communications for Italy, managing a group of four experienced professionals. I am member of the BIG 5 Cluster Corporate Affairs leadership team and part of the extended External Communications Leadership Team of International Developed Markets.

PAST EXPERIENCE

Dates	April 2019 – September 2022										
Name and address of employer	Alfasigma										
Type of business	Pharmaceuticals										
Position held	Director of Corporate Communications & External Relations										
Main activities and responsibilities	<table><tr><td><u>Internal Communication</u></td><td><u>External Affairs</u></td></tr><tr><td>Leadership Communication</td><td>Corporate Communication</td></tr><tr><td>Intranet, Newsletter, Corporate identity</td><td>Public Affairs & patient Advocacy</td></tr><tr><td>Manufacturing Internal Communication</td><td>Media Relations</td></tr><tr><td>Change Management</td><td>Crisis & Issue Management</td></tr></table>	<u>Internal Communication</u>	<u>External Affairs</u>	Leadership Communication	Corporate Communication	Intranet, Newsletter, Corporate identity	Public Affairs & patient Advocacy	Manufacturing Internal Communication	Media Relations	Change Management	Crisis & Issue Management
<u>Internal Communication</u>	<u>External Affairs</u>										
Leadership Communication	Corporate Communication										
Intranet, Newsletter, Corporate identity	Public Affairs & patient Advocacy										
Manufacturing Internal Communication	Media Relations										
Change Management	Crisis & Issue Management										

Reporting directly to the CEO and being member of Alfasigma Leadership Team, I have been in charge of internal communication and external affairs, with the main goal of improving company reputation among stakeholders in Italy and abroad, in order to raise brand awareness, attract talents, be appealing for new molecules acquisition and transparently reporting our commitment towards all stakeholders. I have managed public affairs (with a special focus on PNRR and national Health stakeholders) and patient advocacy with large organizations and PAGs.

Alfasigma is the 5th Italian pharmaceutical company in terms of Sales, with 3,000 employees, 17 affiliates around the world, 90 countries marketed and 4 manufacturing plants in Italy and US.

Dates	September 2016 – April 2019						
Name and address of employer	<u>Shire (now part of Takeda)</u>						
Type of business	Biotech & Pharma						
Position held	<u>Public Affairs & Communications Italy & Greece – Associate Director</u>						
Main activities and responsibilities	<table border="0"> <tr> <td style="vertical-align: top;"><u>Internal Communication</u></td> <td style="text-align: center;">&</td> <td style="vertical-align: top;"><u>External Communication</u></td> </tr> <tr> <td style="vertical-align: top;">Leadership Communication Intranet, Newsletter, Corporate identity Change Management</td> <td></td> <td style="vertical-align: top;">Media & Public Relations Product & Marketing Communication Crisis & Issue Management</td> </tr> </table> <p><u>Public Affairs</u> Governmental & Institutional Relations. Trade Associations. Lobbying.</p> <p><u>Patient Advocacy</u> Events & communication projects with Patients' Groups / Coalition & Association building. Shire was an healthcare company, now acquired by Takeda, the leading global biotechnology company focused on serving people with rare diseases and other highly specialized conditions. Therapeutic areas: Hematology, Immunology, Neuroscience, Lysosomal Storage Disorders, Gastrointestinal, Internal Medicine, Endocrinology, Hereditary Angioedema, Oncology.</p>	<u>Internal Communication</u>	&	<u>External Communication</u>	Leadership Communication Intranet, Newsletter, Corporate identity Change Management		Media & Public Relations Product & Marketing Communication Crisis & Issue Management
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Leadership Communication Intranet, Newsletter, Corporate identity Change Management		Media & Public Relations Product & Marketing Communication Crisis & Issue Management					
Dates	May 2015 – August 2016						
Name and address of employer	<u>Baxalta</u>						
Type of business	Biotech and Pharma (Rare Diseases)						
Occupation or position held	<u>Sr. Communications Lead Italy, Spain, Portugal & Greece</u>						
Main activities and responsibilities	<p>Responsible of Internal and external communications for the new company Baxalta Inc., a spin-off of Baxter International Inc. focused on rare diseases.</p> <p><u>Internal Communication</u> Corporate Communication, Employee Engagement, Leadership Communication, Manufacturing internal communication, Crisis management</p> <p><u>External Communication</u> Media Relations, Patients' advocacy, Marketing/Business Communication, Public Affairs</p>						
Dates	March 2011 – April 2015						
Name and address of Employer	<u>Gambro (now part of Baxter International Inc.)</u>						
Business	HealthCare – Medical Devices						
Occupation	<u>Public Relations & Communications Manager Italy</u>						
Main activities and responsibilities	<p>In charge of internal & external communications Special focus on communication crisis & stakeholders management: 2011 Restructuring and 2012 Earthquake; in 2013 and 2014 integration and change management during Baxter Integration process.</p> <p><u>Internal Communication</u></p> <ul style="list-style-type: none"> ✓ Employee Engagement ✓ Leadership Communication ✓ Restructuring activities & support to HR ✓ Intranet, House Organ, Newsletter <p><u>External Communication</u></p> <ul style="list-style-type: none"> ✓ Media & Public Relations ✓ Stakeholders management & Gov./Union/Industrial Relations ✓ Crisis Communication ✓ Marketing Communication ✓ Corporate Communication 						

Dates	May 2004 - March 2011
Name and address of employer	Mito group srl – Modena – Italy
Type of business	Marketing & Communication Consultancy
Occupation or position held	<u>PR & Communication Advisor</u>
Main activities and responsibilities	Projects: 2009-2011 OSA Coop (Healthcare Industry): internal and external communication: crisis communication, Corporate Social Responsibility Report, web site, brochure, events. OSA is a Cooperative organization providing healthcare services. 2008-2011 Motorsport ExpoTech (Motor Industry): national and international PR manager of the unique trade show of motorsport engineering in Italy: internal and external communication, public affairs, media relations, web marketing (UK, Sweden, Germany, France, USA) dealing with: European companies, Italian and European trade press, Industry association & communities (such as Motorsport Industry Association, Swedish Motorsport Industry, etc.), France and UK Governments, International Shows (PRI, IMIS, PMW, Autosport International, Les Mans Biz Days) 2007 Overland Parigi-Pechino (Motor Industry): media relations & PR in more than 50 events in Italy, Europe, Russia and China from London to Shanghai. Overland is a RAI TV broadcast. Main sponsors: FIAT; Pirelli, Iveco, Motorvalley Emilia-Romagna, WylerGeneve. 2004-2011 Modena Terra di Motori (Motor & Tourism Industry): concept, public relations, sponsorship, event management

OTHER PROFESSIONAL EXPERIENCE

Dates	2006-2010
Name and address of employer	REDIPANE Bakery-Café – GMG partners srl – Parma
Type of business	Franchising – Bakery
Occupation or position held	<u>PR Consultant</u>
Main activities and responsibilities	Marketing and PR for the shops of: Modena, Cesena, Bologna, Imola & Montecchio Emilia
Dates	2008
Name and address of employer	Safwood spa – Piacenza
Type of business	Green & Eco buildings
Occupation or position held	<u>PR & Marketing Consultant</u>
Main activities and responsibilities	Public Relations; concept, copywriting & editing of brochure, website of DomusLignea brand.
Dates	2005-2007
Name and address of employer	Affari Italiani – Milan
Type of business	Newspaper & Information
Occupation or position held	<u>Journalist</u>
Main activities and responsibilities	Reporter from Emilia-Romagna area
Dates	2000-2005
Name and address of employer	Stradanove – Modena
Type of business	Web & Information
Occupation or position held	<u>Web Editor</u>
Main activities and responsibilities	Journalist. Health Care area editor (news about sexual illnesses, drug & alcohol abuse)
Dates	2004-2005
Name and address of employer	Ella Studio – Parma
Type of business	PR Consultancy
Occupation or position held	<u>Writer & editor</u>

Main activities and responsibilities	Copywriting
Dates	2006-2014
Name and address of employer	Futura spa, Chamber of Commerce of Caserta, ISCOM Bologna
Type of business	Education
Occupation or position held	<u>Teacher</u>
Main activities and responsibilities	Training on communication, web marketing, editing, writing, CSR

EDUCATION & TRAINING

Date	2020 - 2021
Name and type of organisation providing education and training	<u>Executive Master</u> ISTUD in <u>Leadership & Business Transformation</u>
Principal subjects covered	Business Management, Leadership, People Management, Finance & Organization.
Title of qualification awarded	Executive Master
Date	2005
Name and type of organisation providing education and training	<u>Executive Master</u> IULM – FERPI – ASSOREL in <u>Public Relations and Business Communication</u>
Principal subjects covered	Public relations, Event management, Media relations, Crisis communication, CSR.
Title of qualification awarded	Master
Date	1995 – 2004
Name and type of organisation providing education and training	<u>Master of Arts in Communication Sciences</u> – University of Bologna
Principal subjects covered	Public relations, Semiotics, Psychology, Sociology, Communications.
Title of qualification awarded	5 years University Course

OTHER ACTIVITIES

Current activities

- ✓ From 2016 I am **Adjunct Professor at University of Bologna** – Communication Science Faculty. 6 credits (30 hours) course in Corporate Communication (Comunicazione d'Impresa) .
- ✓ **Ferpi (Federazione Relazioni Pubbliche Italiana** – Italian Association of Public Relations) since June 2011 (*PROBONO*)
 - ✓ Delegate of Emilia-Romagna Chapter
 - ✓ Contributor to www.Ferpi.it & Ferpi magazine

Past activities

- ✓ **Board Delegate at large of Global Alliance for Public Relations and Communication Management** since July 2013 – June 2015 (*PROBONO*)

PERSONAL SKILLS AND COMPETENCES

MOTHER TONGUE Italian

OTHER LANGUAGE
English

SELF ASSESSMENT
Understanding Fluent
Speaking Fluent
Writing Fluent

SOCIAL SKILLS AND COMPETENCES

During my professional carrier as public relations manager I have regularly shown effective relational skills, interacting with multicultural and diverse teams in Italy and abroad. As head public affairs function, I always been driven by an empathic and engaging approach with collaborators, trying to propose innovative, results focused and business oriented projects. **Public affairs, patient advocacy, crisis management and internal communication** are some of my specialties, together with leadership communication and CSR. I am passionate of communication in all its aspects: corporate communication, public relations, advertising, social and digital media, stakeholder management and all the related fields.

ORGANIZATIONAL SKILLS AND COMPETENCES

Thank to several projects and crises managed in different sort of places/situations/times, I have learned to be flexible and able to manage every kind of communication and stakeholder relations problems.

My main ability is to **read the complexity of situation, to adapt and proactively manage public relations** in order to support the most engaging, compelling and socially responsible approach through communication and public relations.

I have managed small teams both in consultancy and in pharmaceutical companies, dealing directly with the local top management.

At the moment I am leading a group of 5 people, directly reporting to the CEO, and coordinating several cross-functional working groups and projects in different areas such as digital transformation, change management, CSR, crisis management.

TECHNICAL SKILLS AND COMPETENCES

Technical skills on web and social networks, content management system, newsletter, mail marketing, web marketing 2.0 and web sites.

COMPUTER SKILLS AND COMPETENCES

ARTISTIC SKILLS AND COMPETENCES

Technical, journalistic, ghost-writing skills. **Excellent Italian writing. Fluent English.**

OTHER SKILLS AND COMPETENCES

Interpersonal communication and training skills developed as communication teacher and coach.

DRIVING LICENCE

Italian driving licence; B type.

MAIN PUBLICATIONS

- ✓ **#Passione Comunicazione Introduzione alle relazioni pubbliche e alla comunicazione strategica**, Bononia University Press, Open Access, 2022
- ✓ **Gestire la crisi, comunicando**, in *Relazioni*, n.1, 2020 Sossella Editore
- ✓ **Carta di Rieti. 9 comportamenti per una comunicazione responsabile nei disastri naturali.** www.cartadireti.org 2019
- ✓ **Call to Action per una comunicazione responsabile nei disastri naturali. Verso la Carta di Rieti**, Domenico Pompili - Biagio Oppi - Stefano Martello, 2018, Bononia University Press
- ✓ **Le responsabilità della comunicazione** in *Building Back Better: idee e percorsi per la costruzione di comunità resilienti* a cura di F. Esposito, M. Russo, M. Sargolini, L. Sartori, V. Virgili, 2017, Carocci Editore
- ✓ **Disastri Naturali. Una Comunicazione responsabile?**, Biagio Oppi e Stefano Martello, 2017 (second edition, updated), Bononia University Press (author)
- ✓ **Disastri Naturali. Una Comunicazione responsabile?**, Biagio Oppi e Stefano Martello, 2016, Bononia University Press (author)
- ✓ **Rebuilding a Company, a Reputation, a Community** in *"Communication Crisis in a Digital World"*, M. Sheehan & D. Quinn-Allan, 2015, Cambridge University Press

ADDITIONAL INFORMATIONS

- ✓ Fond of cultural geography.
- ✓ I love playing golf, skiing, reading and writing.
- ✓ Public Relations Professional FERPI n. 1829 ex Lege 2013/4

Personal data, I hereby **authorize** the use of my **personal data** in accordance to the GDPR 679/16 - "European regulation on the protection of **personal data**".

