

Committed to creating Value through Relations and Communication

Diplomat – Ambassador Special Envoy

Adjunct Professor

Member of the Italian National Journalists Association

Strategic Advisor: Global Relations

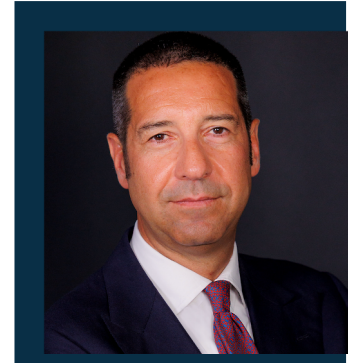
Business Development

Institutional Relations

Reputation and Positioning Management

Strategic Communication

Stakeholder Management



Graduated in International and Diplomatic Sciences at the Alma Mater Studiorum – University of Bologna, I have 20+ years of experience in International Relations and Institutional Programs. My career has focused on creating and sharing Value through Relations and Communication plans for entrepreneurs, governments, foundations, non-profit organizations, and corporations.

My strong international orientation has shaped a professional path leading to my appointment as Ambassador Special Envoy for Economic, Cultural and Sport Diplomacy for the Republic of San Marino, the most ancient Democracy in the World.

My career is characterized by roles of growing responsibility and the leadership of multicultural teams in major global events, including the 2006 Turin Winter Olympics and Expo 2015 Milan. My work consistently aims at fostering meaningful relationships between the private and the public sectors both at local and global scale.

Raised between Italy and the United States, I use English as my primary professional language. I actively contribute to working groups promoted by the United Nations, the International Olympic Committee, the World Health Organization, the Italian Ministry of Sport, the Ministry of Foreign Affairs of the Republic of San Marino and the Senate of the Italian Republic.

I am quick on understanding complex topics, providing structured synthesis, identifying opportunities, defining and executing strategic plans. My skills in relations, communication and public speaking have enabled me to develop a dynamic career in diplomacy, advisory, research, management, and academic teaching, supported by an extensive network of high-level professionals and leaders.

Main Experiences and Competences

From 2006: Senior Strategic Advisor

I advise entrepreneurs, corporations, public Institutions, foundations, and non-profit organizations on:

- Strategic communication and positioning
- Development of Public Policies and Position Papers
- Design and management of strategic relations at any level: regional, national and global
- Advocacy and public affairs campaigns

Areas of specialization include Education & Research, Sport, Wellness & Longevity, Health & Pharma, Sustainability, Design, Publishing, Tourism & Territorial Promotion, Major Global Events.

Since November 2025: Ministry of Foreign Affairs of the Republic of San Marino
Diplomat – Ambassador Special Envoy

As Ambassador Special Envoy of the Republic of San Marino – the most ancient Democracy in the World -, I hold a diplomatic mandate focused on enhancing the Country’s international standing through a strategic blend of Economic, Sports and Cultural Diplomacy. My role combines high-level representation with the development of long-term international partnerships aimed at supporting national growth and global visibility.

My work includes maintaining relations with foreign Governments, international organizations, and global economic actors to strengthen San Marino’s diplomatic presence. I also contribute to shaping strategic initiatives to attract investment, support trade relations and promote the country’s unique identity on the international stage.

As Special Envoy, I coordinate cross-sector projects involving institutions, the private sector and cultural organizations, ensuring alignment with the Country’s diplomatic agenda and long-term development goals.

Through these responsibilities, I help reinforce San Marino’s “Active Neutrality” Foreign Policy, expand its network of international relations and contribute to positioning the Country as a proactive and innovative actor in the Diplomatic arena.

Since March 2025: Lucia Magnani Health Clinic (GVM Care&Research Group)
Strategic Advisor: Reputation and Global Business Development

I support Lucia Magnani - internationally recognized pioneer in Longevity Science and creator of the LongLife Formula® - in strengthening her Clinic’s strategic positioning as a leading global destination for preventive health, anti-ageing and scientific wellness.

My role focuses on expanding the Clinic’s visibility and reputation through a comprehensive brand positioning strategy aligned with scientific excellence, luxury wellness and evidence-based longevity solutions. This includes the optimization of institutional communication, the enhancement of the Clinic’s value proposition and the development of a coherent international narrative.

I am also responsible for identifying, cultivating and managing high-level international partnerships with key actors in the health, hospitality, scientific and wellness industries with the goal of generating new business opportunities, broaden the Clinic’s global reach and create long-term collaborations with companies, research institutions, governments and investment groups.

In addition, I coordinate the study and development of the “LongLife Valley,” an ambitious territorial project designed to build an integrated ecosystem of excellence in longevity and preventive medicine, connecting public and private stakeholders to attract international interest, scientific research and tourism investment.

Through these activities, I contribute to consolidating the Clinic’s reputation, international partnerships and long-term growth strategy, positioning it as a global benchmark in the evolving Longevity and Wellness industry.

Since 2024: Trentino Tourism Board

Senior Strategic Advisor: Positioning, Branding and Business Development

I serve as Strategic Advisor for the development of *Dolomites Wellness Community*, a project that positions Trentino as a benchmark destination in the global wellness and lifestyle market. In this role, I guide the strategic vision and implementation of an integrated approach that connects tourism product development, brand positioning, and business growth with community well-being. I work on designing wellness-oriented tourism experiences, defining the value proposition, and strengthening the market identity of Trentino as a destination rooted in nature, health, and quality of life.

At the same time, I collaborate with local institutions, operators, and community groups to promote healthier lifestyles and ensure that the wellness strategy benefits both visitors and residents. Through research, stakeholder engagement, and strategic frameworks, I support the creation of a cohesive model where tourism development and community health reinforce each other, contributing to the long-term sustainability and authenticity of the region.

Since 2023: Government of the Republic of San Marino

Senior Strategic Advisor on Sports Diplomacy

I am responsible for designing and developing San Marino's first National Strategy and Action Plan on Sports Diplomacy, integrating sport into the Country's foreign policy to strengthen relations with states and international organizations.

Since 2022: Italian Exhibition Group - RiminiWellness

Senior Strategic Advisor Business Development

RiminiWellness is Europe's leading Fitness, Wellness and Lifestyle trade-fair and consumer event, welcoming over 100,000 visitors per edition. As Strategic Advisor, I play a central role in the overall development and positioning of the event, working in direct coordination with Italian Exhibition Group's executive management.

My contribution focuses on three main strategic areas:

- **Format innovation** – I support the evolution of the RiminiWellness format by identifying new trends, growth opportunities, and high-value partnerships. My activity includes the design of innovative thematic areas, international relations, and the strengthening of the event's strategic positioning in the global fitness and wellness industry.
- **Cultural & Institutional Content Lead** - I am responsible for the conception, curation and management of all cultural, scientific and institutional conference content within RiminiWellness. This includes selecting speakers, designing thematic programs, coordinating panels with Universities, Ministries, international organizations and leading industry stakeholders.
- **Head of RiminiWellness OFF** - I lead the entire design, implementation and management of "RiminiWellness OFF", the major social initiative of the event that brings wellness culture into the city. The program features over 240 activities across physical exercise, nutrition, mental well-being and preventive medicine, developed together with more than 50 public and private partners. The initiative is now recognized as one of the most impactful and inclusive wellness-city programs in Italy.

Through these responsibilities, I contribute to expanding the event's relevance, its connection with Institutions, and its positioning as a benchmark for innovation in the Wellness Industry.

2022 - 2024: 24Ore Business School – Digit'ed Group
Senior Strategic Adviro for CSR in Education

24Ore Business School is the leading post-graduate education Organization in Italy, engaging over 20.000 students every year.

I designed and launched the “*Growth & Future Foundation*,” a non-profit Organization enabling talented students without financial means to access postgraduate education, helping strengthen Italy’s skilled workforce and young ruling class.

Since 2009: Healthy City Foundation
Member of the Strategic Advisory Board

The Healthy City Foundation is a non-for-profit organization that brings together professionals from the medical and scientific field for the promotion of well-being and healthy lifestyles in Cities and Communities.

My engagement in the Strategic Advisory Board has the commitment of creating and spreading cultural, economic and social ecosystems for the promotion of health.

2020 - 2025: Pio Manzù Foundation
Member of the Board of Directors – International Relations

The non-for-profit Organization has the mission of remembering and enhancing the figure and work of Pio Manzù (born Pio Manzoni), one of the most brilliant and innovative Italian designers, who died prematurely in 1969 at the age of 30. Some of his projects are still iconic today, including the Fiat 127 (8.000.000 sold worldwide), the Parentesi lamp (among Flos' best sellers) and the Cronotime alarm clock (still in the Alessi catalog today).

The Foundation's Board of Directors has entrusted me with the development of an International Relations project.

2020 – 2023: Fit.Comm. Fitness Companies Association
Secretary General

Fit.Comm is an Association representing the interests of the main Fitness and Wellness Industry players in Italy.

Reporting to the Association's Board of Directors, I oversaw the entire start-up phase of the organization, from the expansion of the shareholder structure to the mapping of strategic stakeholders. I therefore took care of the launch of its operations, its positioning in the national and European institutional area of the sector and all the lobbying, advocacy and communication activities.

2009 - 2020: Wellness Foundation (Technogym Group)
Member of the Board: Relations, Reputation, Projects Development

Non-profit organization chaired by Nerio Alessandri - founder and CEO of Technogym - with the mission of educating people on the Culture of Wellness and Healthy Lifestyles as a social and economic opportunity for individuals and communities.

For 11 years - 2009 to 2020 - I sat on the Board of Directors with responsibility for the development of the organization and the creation of a solid network of International Relations.

Reporting directly to the Chairman, I had the responsibility of structuring the organization, defining and executing the Strategic Plan, managing 100+ Strategic Stakeholder at any level: local, regional, national, global.

The network I developed included the United Nations, the International Olympic Committee, the World Health Organization, the European Commission and several Foreign Governments.

2017 - 2020: Wellness Partners LTD (Technogym Group)
Senior Strategic Advisor

Wellness partner LTD is a Boutique Advisory Company based in London, with the mission of working with Governments, Cities and Real Estate developer in order to incorporate Wellness, Sport and Wellbeing in communities through the education of people to healthy lifestyle. I have been directly responsible of the management of advisory projects in the United States (Tampa, FL), Qatar and Italy (Costa Smeralda, Romagna, Biella).

2016 - 2018: World Health Organization
Member of the Global High-Level Commission on NCDs

The WHO is the United Nations Agency committed to promoting health, well-being and quality of life at global level. Between 2016 and 2018 I was part of the Global High-Level Commission responsible for studying and drafting the Guidelines on NCD's fighting through the promotion of healthy lifestyles in communities, both at Cultural and Policy level.

2017 - 2020: Zegna Foundation (Ermenegildo Zegna Group)
Senior Strategic Advisor: Strategic Relations, CSR

I supported the Zegna family – one the most successful and powerful families in the Global Luxury Industry - in a social project of empowerment and relaunch of their territory of origin in Piedmont. The commitment towards their community of belonging, together with the legitimate interest of protecting the substantial investments made by the family in over 110 years (primarily the Oasi Zegna), have led to a demanding process of engagement of the local entrepreneurs and to the birth of the Biellezza Foundation, a non-for-profit organization involving today 50+ Stakeholder. During the collaboration, the Zegna family entrusted me with the responsibility of the entire process of study and analysis of the community, of the development of the strategy of the Biellezza Foundation, its Governance model and the inclusion of the new subject within the local social and institutional system. Together with Paolo and Anna Zegna I led the engagement process of other local companies, the development of strategic projects and the start of operations. I therefore supported the new Foundation in the communication and stakeholder management phase, with particular attention to the media and institutions.

2011- 2015: Expo 2015 Milano
Member of the Legacy Board

I was part of the Legacy Board, focusing in particularly on "Food, Sport and Wellbeing" which dealt with the drafting of the homonymous chapter of the Milan Charter, the official Legacy Document of the incredibly successful 2015 Universal Exposition.

2005 - 2006: Torino 2006 Winter Olympic Games
Olympic News Service Supervisor

I held the role of Olympic News Service Supervisor. Leading a team of 10 professionals from 8 different countries, I had the responsibility of producing and sharing the official news related to the Women Alpine Ski, making them available to 11.000+ journalists accredited to the Games.

2007 - 2009: San Patrignano Foundation
Deputy Director, Press and Communication

The Foundation leads the biggest and most recognized addictions rehab community in the World. Between 2007 and 2009 I held the role of Deputy Director of the Press and Communication Office, with the responsibility and supervision of all communications and messages transferred to the media on the Community's activities in the social, sport and institutional fields.

2006 - 2008: Osservatorio for Independent Thinking
Strategic Advisor: International Relations, Stakeholder Management

Osservatorio is a non-for-profit organization engaged in the sector of education for conscious citizenship and the development of a critical spirit. The Association promotes the "Il Quotidiano in Classe" project, an extraordinarily successful initiative which over time has involved over 2,000,000 students and more than 45,000 teachers.

Directly reporting to the Chairman Andrea Ceccherini, I was responsible for managing relations with the key and strategic Stakeholders of the project, in particular with the financial institutions and the international companies.

I also held dozens of meetings in schools to present the project and illustrate to students the importance of developing their own critical thinking as a tool for freedom and growth.

2007 - 2014: ACRI – Italian Saving Banks and Foundations Association
Member of the Reputation and Communication Strategic Committee

I was member the Association's national crisis communication task force aimed at improving the reputation of the system and managing a very complicated relationship with the Government in office in those years.

2007 - 2014: Rimini Saving Bank Foundation
Strategic Communication Director

Foundation of banking origin, owner - until 2018 - of the bank of the same name and committed to supporting, through disbursements, local initiatives in the sectors of culture, health, housing emergency and fight against poverty.

Between 2008 and 2014 I held the role of Head of Communications and Relations with strategic stakeholders, both public and private. On the Communications side, I managed the complicated phase of placing the subsidiary bank under administration.

Education

Alma Mater Studiorum - Università di Bologna
Degree on International and Diplomatic Sciences

Alma Mater Studiorum - Università di Bologna
Seminar on “How to recognize and to combat violence against Women in the workplace”

Alma Mater Studiorum - Università di Bologna
Certification on “Integration of artificial intelligence tools into University Teaching”

UCLA - University of California Los Angeles
High-Level Certification on English Language for Communication and Institutional Relations

Southern Connecticut State University
Certification on Communication for Public Institutions

Liceo Scientifico Statale “Alessandro Serpieri”
Diploma di Maturità Scientifica

Foreign Languages Skills

English

Written: High-Level English Certificate (UCLA)

Spoken: High-Level English Certificate (UCLA)

French

Written: Intermediate

Spoken: Intermediate

Teaching, Keynote and Seminar Activities

Since 2021 - Università di Bologna, Department of Pharmacy and Biotechnology
Adjunct Professor

Deegree in Pharmacy (English language)
(ref. Prof. Vincenzo Tumiatti)

Since 2025 - Università di Bologna, Department for Life Quality Studies
Lecturer

Master's Degree in Community Health
(ref. prof. Andrea Tarozzi)

2019 - Università Luigi Bocconi Milano – SDA School of Management
Keynote Speaker

Master's Degree in Management, Law and Sociology of Sport (English language)
(ref. Prof. Dino Ruta)

2019 - Università di Bologna – Department for Life Quality Studies
Lecturer

Degree in “Wellness Culture: Health, Sport and Tourism” (english language)
(ref. Prof. Claudio Stefanelli)

2018 - Università of Bologna – Department for Life Quality Studies
Keynote Speaker

Degree on Sociology of Health
(ref. Prof. Antonio Maturo)

2018 - Emilia – Romagna Region, Department of Health
Keynote Speaker

High-Education Course on Prevention and Healthy Lifestyles as Social Opportunity for Sustainability “Girolamo Mercuriale”
(rie. Dr.ssa Nicoletta Bertozzi)