

Beatrice Re, Ph.D. - Curriculum Vitae

Assistant Professor (RTDA) in Organization Studies

University of Pavia, Department of Economics and Management

Email: beatrice.re@unipv.it

Mobile: +39 3389771412

Website: <https://sites.google.com/view/beatricere/home-page>

Orcid ID: 0000-0001-7391-1321

RESEARCH INTERESTS

- Organizational change
- Employees' welfare programs
- Nutrition in the workplace
- Neurodiversity and HR management

EDUCATION

2018 – November 2021: Ph.D. student in Applied Economics and Management, University of Bergamo joint with the University of Pavia. Dissertation title: “Value co-creation processes in circular entrepreneurship: a problematizing review of value co-creation and a mixed-methods study”. Supervisor: Professor Giovanna Magnani. Discussant: prof. Rebecca Pera. Defense day: 23rd June 2022. Final Mark: “Elevato”.

2015 - February 2018: Master's Degree in international business and Economics at the University of Pavia (Italy). Final grade: 110/110. Dissertation title: “Car sharing: a cross-country comparison from the perspective of Millennials in the areas of Amsterdam and Milan”. Supervisor: Professor Giovanna Magnani. Methodology adopted: phenomenography.

2016 - 2017: Online First Level Master in Global Communication, Marketing and Made in Italy issued by *Centro Studi Bari Comunicare l'Impresa* (Bari), in cooperation with *Fondazione Italia-Usa*. Master offered to outstanding undergraduate students.

2012 - October 2015: Bachelor's degree in Economics and Management at the University of Pavia (Italy). Final grade: 110/110 with honors. Dissertation title: “L’impatto del *Country-of-Origin Effect* sulla brand image. Case study: Birra Peroni”. Supervisor: Professor Antonella Zucchella.

2007 - June 2012: Scientific High School with final grade: 100/100 with honors. Languages studied: English and French.

CURRENT ACADEMIC POSITION

Assistant Professor (RTDA) in Organization Studies at the University of Pavia. Scientific supervisor: Prof. Pietro Previtali.

PAST ACADEMIC POSITIONS

- June 2022 – February 2023 (9 months): Post-Doc Research Fellow at the University of Trieste. Scientific supervisor: Prof. Guido Bortoluzzi.
- November 2021 – May 2022 (7 months): Post-Doc Research Fellow at the University of Pavia. Project title: "Explainable artificial intelligence. Project management, Quality assurance, and Performance measurement".
- October 2018 – October 2021 (3 years): Ph.D. Candidate in Applied Economics and Management, XXXIV cycle, University of Bergamo joint with the University of Pavia.
- November 2020 - March 2021 (5 months): Visiting Ph.D. Fellow, University of Turku School of Economics (Finland), invited by professor Satu Teerinkangas. Member of the CICAT2025 research project (University of Turku joint with the Tampere University of Technology).

PUBLICATIONS

Refereed Journals (Double-blind peer-reviewed)

Re, B., & Sanguineti, F. (2023). Digital technologies as enablers of circular practices: an organizational perspective. *Impresa Progetto-Electronic Journal of Management*. 10.15167/1824-3576/IPEJM2023.3.1576.

Previtali, P., Dal Mas, F., Denicolai, S., Alvaro, M., Campostrini, S., Cutti, S., Grancini, G., Magnani, G., **Re, B.,** Reali, A., Venturi, A., Cobianchi, L. (2023). Sostenibilità ambientale e sanità: scenari e orizzonti futuri. Un expert consensus. *Politiche Sanitarie*. <https://dx.doi.org/10.1706/4171.41658>.

Re, B., Bottini, L., Bottini, G., Ricci, C., Strauss, D. (2023). The transition from a “city of waste” to a “circular city”: virtuous practices in the city of Pavia. *European Journal of Social Impact and Circular Economy*. DOI: <https://doi.org/10.13135/2704-9906/7691>.

Re, B., & Magnani, G. (2023). Value co-creation in circular entrepreneurship: a quantitative study on born circular firms. *Journal of Cleaner Production*, 392, 135883. DOI: 10.1016/j.jclepro.2023.135883.

Re, B., & Magnani, G. (2022). Value co-creation processes in circular entrepreneurship. An exploratory study on born circular SMEs, *Journal of Business Research*, 147, 189-207. DOI: 10.1016/j.jbusres.2022.03.090.

Re, B., Magnani G., & Andreozzi, C. (2021). The communication of circular value propositions: the role of digital touchpoints in the customer decision journey, *Micro & Macro Marketing*, 2, 279-304. DOI: 10.1431/99830.

Magnani, G., & **Re, B.** (2020). Lived experiences about car sharing in young adults. Emerging paradoxes. *Italian Journal of Marketing*, 207–229. DOI: 10.1007/s43039-020-00009-2.

Monograph

Re, B. (2024) "Value co-creation processes in circular firms. Beyond organizational boundaries". *Palgrave Macmillan Pivot Series*. ISBN: 9783031572333.

Book Chapters (Double-blind peer-reviewed)

Re, B., & Magnani, G. (2023). Stakeholder Engagement Mechanisms and Value Creation in Circular Entrepreneurship. In Kujala, J., Heikkinen, A., and Blomberg, A. (Eds), *Stakeholder Engagement in a Sustainable Circular Economy*. Palgrave MacMillan. DOI: 10.1007/978-3-031-31937-2. Print ISBN 978-3-031-31936-5.

Re, B., Henttonen, K., Ville-Veikko, P., Lehtimäki, H. (2023). Governmental agencies as innovation management catalysts in developing sustainable start-ups in Finland and Italy. In Lehtimäki, H., Aarikka-Stenroos, L., Jokinen, A., Jokinen, P., *Routledge Handbook of Catalysts for a Sustainable Circular Economy*, Routledge. DOI: 10.4324/9781003267492. ISBN: 978-1-032-21244-9.

Re, B. & Hagen, B. (2023). L'adozione del product-as-a-service per la transizione verso modelli di business circolari. In: "*Green.it. Economia circolare, consumo sostenibile e valore del made in Italy*" rapporto MADEINT, a cura di Giada Mainolfi, Giappichelli, ISBN: 9791221100273.

Re, B., Magnani, G., & Zucchella, A. (2021). The future of sustainability: Value co-creation processes in the circular economy. In S. Ho Park, M.A. Gonzalez-Perez, D.E. Floriani (eds.) *The Palgrave Handbook of Corporate Sustainability in the Digital Era*, ISBN:978-3-030-42412-1.

Book Chapter

Cavalli, N., Imperiale, M., Einen, A., Moustafa, A., Orban, A., **Re, B.,** Salvatori, G., Rao, R., Vidal Marchi, R. (2020). "Business Models Supporting the Transition". In Pettinaroli A. (ed) *Transformative Economies, From the Circular Economy to the Green New Deal, Feltrinelli Camp 2020*, Fondazione Giangiacomo Feltrinelli, ISBN: 978-88-6835-410-7.

Teaching case studies

Re, B., Calandra, D., & Biancone P. (2023). Mnmur: formulare e comunicare una proposta di valore circolare. in M. Frey; G. Bortoluzzi; S. Grandi; A. Paci; G. Pedeliento (a cura di), *Management and Marketing cases*, Pearson Italia. ISBN 9788891932815, DOI 10.17464/9788891932815.

Re, B. & Hagen, B. Rifò (i.e., re-do) - kick starting a born circular firm with crowdfunding. Case study. In Hagen, B, Zucchella, A. and Serapio, M. (Eds). *International Entrepreneurship* (2nd edition), Edward Elgar Publishing, 2023. ISBN: 9781802204841.

Working Papers

- Re, B., Magnani, G., Previtali, P. Organizational capabilities for circular economy innovations: Acqua & Sole case study.
- Re, B., Magnani, G., Previtali, P. Achieving corporate wellness by tackling employees' malnutrition and diet-related NCDs: an exploratory study.
- Re, B., Magnani, G., Previtali, P. Organizational paradoxes in transitioning toward sustainable practices: the case of San Matteo public hospital.
- Re, B., Garlatti Costa G., Bortoluzzi, G. Institutionalized asymmetries in value creation and appropriation: which mechanisms to reduce them?
- Re, B., Magnani, G., E. Value co-creation theory in Management studies: a problematizing review.

TEACHING

2024

Visiting lecturer (Erasmus+):

9th September – 15th September 2024 (16 hours): teaching of the seminar “Organizational change toward circular economy”, Turku School of Economics, Finland. Responsible professor from the receiving institution: Satu Teerinkangas.

PhD program

- 12th March (8 hours): “Business Models in the Circular Economy: concepts, theoretical insights, and case studies”. Lecture held within the PhD program in “Applied Economics and Management”, University of Pavia.

Master's Course

- September – December (44 hours): Professor of the course “Innovazione organizzativa di impresa”, within the master's course “Economia e Gestione delle imprese”, 6 ECTS, University of Pavia (Italy)
- 23rd February (2 hours): “Circular economy and the food system”. Lecture held within the mentorship program of the NRRP project “OnFoods”.
- 5th March (2 hours): “Le aziende circolari”: lecture held within the bachelor's course of Business Management, University of Pavia (Italy).

2023

- 8th February – 15th May (44 hours): Professor of the course “Circular economy: from make-take-waste to a visionary system within planetary boundaries in a global and European context”, The Institute for the International Education of Students, IES Abroad, Milan (Italy).
- 20th November (2 hours): “Circular economy and the food system”. OnFoods (research and innovation network on food and nutrition sustainability, safety, and security) (Zoom lecture).
- 15th June (4 hours): “I musei per la sostenibilità integrata”, lecture held at the I level Master in “Gestione Innovativa dell’Arte. Finanza, Marketing, Strategie”, University of Pavia (Italy).
- 4th May (4 hours): “La corporate social responsibility e lo sviluppo di nuovi modelli di business sostenibili”: lecture held at the I level Master in “Gestione Innovativa dell’Arte. Finanza, Marketing, Strategie”, University of Pavia (Italy).
- 17th-18th January 2023 (8 hours): lectures to high-school students within the Italian NRRP project. Topic: “Economics and sustainability”. University of Trieste.
- 19th January (4 hours): Circular Business Models. Classification, theoretical insights, and case studies. Lecture held at the PhD program in Circular Economy, University of Trieste.

2022

- 19th September – 14th December 2022: Professor of the course “Circular economy: from make-take-waste to a visionary system within planetary boundaries in a global and European context” (44 hours), IES Abroad, Milan (Italy).
- 7th June (8 hours): Lecture and visit to the museum “A come Ambiente” (Turin), I level Master in “Gestione Innovativa dell’Arte. Finanza, Marketing, Strategie”, University of Pavia (Italy).
- 11th May (4 hours): “I musei per la sostenibilità integrata”, lecture held at the I level Master in “Gestione Innovativa dell’Arte. Finanza, Marketing, Strategie”, University of Pavia (Italy).
- 29th April (4 hours): “La corporate social responsibility e lo sviluppo di nuovi modelli di business sostenibili”: lecture held at the I level Master in “Gestione Innovativa dell’Arte. Finanza, Marketing, Strategie”, University of Pavia (Italy).
- 26th March (4 hours): “Principi di marketing”: lecture held in the second level Master “Discipline Regolatorie G. Benzi”, University of Pavia (Italy).
- 4th March (1 hour): “Le aziende circolari”: seminar within the bachelor’s course of Business Management, University of Pavia (Italy).
- 18th January (2 hours): Keynote speaker at the EC2U Virtual Lecture Series Innovation - Episode 2, “Sustainable and circular Entrepreneurship”, invited by the University of Jena (Germany) – (online seminar).

2021

- 2nd December (4 hours): “L’imprenditorialità circolare”. Lecture held at the Department of Architecture, University of Naples Federico II (online seminar).
- 17th September (4 hours): “The road to sustainability: from the CSR towards sustainable and circular business models”: lecture held within the summer school "Sustainability management and reporting", University of Pavia (Italy).
- 28th – 29th June (8 hours): Two-days’ workshop addressed to secondary school students involved in the work-linked training. University of Pavia (Italy).
- 1st June (3 hours): Circular entrepreneurship and circular ecosystems: lecture held in the course of “Social Innovation Design”, IAAD Design Institute (Turin, Italy).

- 13th May (4 hours): “La corporate social responsibility e lo sviluppo di nuovi modelli di business sostenibili”: lecture held at the I level Master in “Gestione Innovativa dell’Arte. Finanza, Marketing, Strategie”, University of Pavia (Italy).
- 21st April (4 hours): “Le aziende circolari”: lecture held within the bachelor’s course of Business Management, University of Pavia (Italy).
- 17th April (2 hours): “Principi di marketing”: lecture held in the second level Master “Discipline Regolatorie G. Benzi”, University of Pavia (Italy).
- 22nd March (2 hours): “Circular Business Models”: lecture held in the Master Course: *Innovability and Circular Entrepreneurship*. University of Pavia (Italy).
- 25th February (2 hours): “Circular Business Models”: lecture held in the Master Course: *Global Responsible Business*. University of Turku’s School of Economics (Turku, Finland).
- 22nd January (4 hours): “L’imprenditorialità circolare”: lecture held in the second level Master of “Marketing Utilities and Storytelling Techniques”, University of Pavia (Italy).

2020

- 13th June (2 hours): “Principi di marketing”: lecture held in the second level Master “Discipline Regolatorie G. Benzi”, University of Pavia (Italy).
- 30th March (2 hours): “Le aziende circolari”. Seminar within the Bachelor course of Business Management, University of Pavia (Italy).

Tutorship activities

2022-2023

- Sept 2022 – June 2023: tutor of the national competition awarded by the National Association of Marketing (SIM), 35th Edition:

2021-2022

- Sept 2021 – June 2022: tutor of the national competition awarded by the National Association of Marketing (SIM), 34th Edition: the case Ferrarelle.

2020-2021

- September-May: tutor of the national competition awarded by the National Association of Marketing (SIM), 33rd Edition: the case Unionplast.

2019-2020

- March – May: tutor together with Prof. Elisa Conz of the national competition awarded by the National Association of Marketing (SIM), 32nd Edition: “Caso Di Martino”.
- February – September 2020: academic tutor of the Bachelor courses of Marketing and Business Administration, respectively held by Professors Birgit Hagen and Giovanna Magnani.

- October 2019 – January 2020: assistant to Prof. Magnani in managing the research activity “Business models and internationalization of born global firms” addressed to the bachelor’s students aiming to gain 6 credits in their curricula in place of a formal internship.
- February- June 2019: academic tutor of the Bachelor Marketing course, held by Professor Antonella Zucchella.

TEACHING FELLOW

- “Innovability and Circular Entrepreneurship” course (Master’s in International Business and Economics), held by Professor Antonella Zucchella, University of Pavia (2021-current).
- “Business Management” course (Bachelor’s in Management), held by Professor Giovanna Magnani, University of Pavia (2020-current).
- “Marketing” course (bachelor’s in management), held by Professor Antonella Zucchella, University of Pavia (2019-current).

THESIS SUPERVISION

2024

- Supervision of N. 1 bachelor’s thesis
- Supervision of N. 1 master’s thesis (Master’s program in International Business and Entrepreneurship)
- Supervision of N. 1 master’s thesis (Master’s program in “Economia e Gestione delle Imprese”)

2023

- Supervision of N. 2 bachelor’s theses

2021-2022

- Support in supervising bachelor’s theses (n. 4 theses, formal supervisor: prof. A. Zucchella, University of Pavia, n. 1 thesis, formal supervisor: prof. Guido Bortoluzzi, University of Trieste)
- Support in supervising master’s theses (n. 2 thesis - formal supervisor: prof. B. Hagen, University of Pavia)

CONFERENCES

Participation to conferences as a presenter (peer-reviewed paper)

2024

- 25-28th June: EURAM 2024 Conference: Fostering innovation to address grand challenges. Presentation of the paper “Dynamic capabilities to enhance circular economy innovations: Acqua & Sole case study”, Track: T14_02 - Planetary Boundaries, Interconnected Ecologies, and the Grand Challenge of Environmental Sustainability, University of Bath School of Management, Bath, UK.

2023

- 9th-10th February: “Digital spaces: firms, platforms, ecosystems, and industries”, 5th Digital Transformation Conference, University of Trento, Italy.

2022

- 30th June- 1st July: Sinergie-SIMA Conference “Boosting knowledge and trust for a sustainable business”, Bocconi University, Milan, Italy.

2021

- 26th October. “First Conference on Sustainable Resource Society”, University of Southern Finland (Online Version).
- 14th - 15th October: SIM Conference. "Trasformazione digitale dei mercati: il Marketing nella creazione di valore per le imprese e la società", Ancona, Italy.
- 16th-18th June: EURAM Conference “Reshaping capitalism for a sustainable world” (Online Version)
- 12th June: “The future of sustainability. Value co-creation processes in the circular economy” In Gonzalez-Perez, M.A. et al., Book Panel: “The Palgrave Handbook of Corporate Sustainability in the Digital Era”, Conference: Global Business in the Digital Age and Post-COVID-19. The 5th East China University of Science and Technology - University of San Francisco International Conference. Shanghai, China - San Francisco, United States (Online Version).
- 18th-19th February: SIMA and University of Pavia Conference “Competitive Renaissance Through Digital Transformation” (Online Version)

2020

- 6th-7th September – Sinergie-SIMA 2020 Conference (Online Version) “Grand Challenges: Companies and Universities working for a better society”.

2019

- 22nd-26th June: EURAM Conference Lisbon (Portugal)
- 20th and 21st June: Sinergie-SIMA 2019 Conference “Management and sustainability: Creating shared value in the digital era”.

Participation to conferences as an attendee

2023

- 6th -8th July: “39th EGOS Colloquium”, University of Cagliari, Italy.

2020

- 4th - 8th December: EURAM Conference “The Business of Now: the future starts here” (Online Version)

WORKSHOPS AND DOCTORAL COLLOQUIA

Participation to workshops and doctoral colloquia as a presenter

2024

- 16th April: 1st ITIR Research Forum: collaborative insights and impact through interdisciplinary science. University of Pavia.

2023

- 5th – 8th July: “EGOS Colloquium - Paper Development Workshop”, University of Cagliari, Italy.

2022

- 19th-20th May: 8th ENTERYNG Workshop (ENTrepreEurship research Workshop for YouNG scholars) – Capri (Italy).

2021

- 13rd June: DREAM and DEAM Spring Workshop (Online version)
- 20th-21st May: The Fourth Odense workshop on International Entrepreneurship. University of Southern Denmark (Online version)
- 26th March 2021: EJSICE Workshop “How social impact and circular economy meet digital transformation?” University of Turin (Online version). Best Paper Award.

2020

- 16th January 2020: Doctoral Colloquium of the 19th International Congress Marketing Trends, Paris (France).

2019

- 16th-18th December 2019 – 1st Annual workshop of the Centre for Research in Circular Economy, Innovation and SMEs (CERCIS), University of Ferrara (Italy).
- 23rd September 2019 – Publishing in Top Management Journals. The Florence Paper Development Workshop, First Edition, Florence (Italy).
- 23rd June 2019 – IE Junior Paper Development Workshop, Copenhagen (Denmark).

- 24th and 25th June 2019 – EURAM Doctoral Colloquium, Lisbon (Portugal).
- 13th-14th June 2019 – 2nd AEM and TIM Ph.D. workshop, Naples (Italy).
- 6th and 7th June 2019 – DREAM and DEAM workshop, Bergamo (Italy).

SUMMER SCHOOLS

- 22nd-26th July 2019: Summer school SIMA-SIM. Introduction to research methodologies. Volterra (Italy).
- 27th June – 3rd July 2020: Online 7th edition of the Barcelona RECSM Summer School in Survey Methodology, Research and Expertise Centre for Survey Methodology (RECSM), Campus Ciutadella UPF (Spain) – Online Version.

GRANTS

- Winner of Giovanni Manera Award 2020 (2500 Euro)
- University of Pavia: 3-years Ph.D. scholarship 2018-2021 (46029.84 Euro)
- Municipality of residence: grant for outstanding students for the academic year 2016-2017 (1000 Euro)
- *Fondazione CRT* “Master dei Talenti” 2012 (3500 Euro).

ORGANIZATION OF CONFERENCES AND SEMINARS

2022

- Member of the organizing committee of IFKAD 2023 Conference “Managing Knowledge for Sustainability” – (7-9 June 2023, Matera, Italy)
- Member of the organizing committee of the SIMA - Festival of Management (3rd – 4th February 2023, Bocconi University).
- Project manager of the EC2U international entrepreneurial week taking place in Pavia from the 4th to the 7th of April 2022 – as part of the “Entrepreneurial Academy” of the European project co-financed by the European Commission, Work Package 7 (Responsible for the WP: Professor S. Denicolai).

2021

- Organizational support for the conference “Competitive Renaissance Through Digital Transformation”, University of Pavia (18th-19th February). Conference organizers: Professors A. Zucchella, S. Denicolai, G. Piccoli. G. Magnani.
- Organizer of a series of seminars titled “circular entrepreneurship” and held from January to April 2021, at the Department of Economics and Management of the University of Pavia (virtually). Speakers invited: Professor Leena Aarikka Stenroos (Tampere University) and Professor Valentina de Marchi (University of Padova).

ACTIVITIES RELATED TO JOURNALS AND ASSOCIATIONS

Reviewer

- Since March 2024: Reviewer for *Glocalism: Journal of Culture, Politics, and Innovation*
- Since September 2023: Reviewer for *European Management Review****
- Since August 2023: Reviewer for *International Journal of Public Sector Management**
- Since July 2023: Reviewer for *Piccola Impresa (Small Business)*
- Since July 2023: Reviewer for *TQM Journal**
- Since November 2022: Reviewer for *European Journal of Social Impact and Circular Economy*
- Since November 2022: Reviewer for *Business Strategy and the Environment****
- Since September 2022: Reviewer for *IEEE Transactions on Engineering Management****
- Since June 2022: Reviewer for *Journal of Cleaner Production***
- Since March 2020: Reviewer for *Psychology and Marketing****
- Since September 2019: Reviewer for *Economic and Business Review*

Membership

- Since May 2023: Member of EGOS (European Group for Organizational Studies)
- Since 2019: Member of EURAM (European Academy of Management) and Reviewer of Full Papers submitted to the conference.
- Since October 2021: Member of BAM (British Academy of Management)
- Since 2020: Member of the Group for Research on Organizations and the Natural Environment (GRONEN)
- 2019 - 2023: Member of SIMA (Italian Society of Management)
- 2019 - 2023: Member of SIM (Società Italiana Marketing)

OTHER ACTIVITIES

- From December 2023: Member of the advisory board of the “mentorship program” within the NRRP project OnFoods. Main tasks: organization and management of seminars and training activities concerning employees’ welfare, food and circular economy, and soft skills.
- May 2021 – February 2023: Member of “SIMA Next Generation” steering committee, SIMA (Italian Society of Management). Main tasks: proposing activities to support young scholars in their career path, advance ideas to further engage scholars with the association.
- 2020-2022: Management of the website of the doctoral program in “Applied Economics and Management” (University of Bergamo joint with the University of Pavia): <https://sites.google.com/unipv.it/phd-aem/home-page>.

ACADEMIC AWARDS

Nominee: Best paper Award 2021 at the 1st Workshop in First *European Journal of Social Impact and Circular Economy* virtual workshop (Re & Sanguineti).

THIRD MISSION

2024

- 17th April 2024: orientation for high school students: UniPAVIA Experience. Teaching of 1-hour-lecture: “Economia di genere e leadership emotiva”. University of Pavia.

2023

- 27th October 2023: speaker for the project "BAF", organized by the Municipality of Pavia with the collaboration of MERGED and College Castiglioni-Brugnatelli. Speech title: “organizzazioni inclusive, leadership femminile, pari opportunità e diversity management”.
- 3rd March 2023: Introduction to the EC2U Think Tank. Speech title: “Social innovation in time of crisis”. Polo Tecnologico, Pavia (Italy)

2022

- Support in the project Innovamare from the INTERREG Italy – Croatia under the supervision of prof. Bortoluzzi (University of Trieste). Main activity:
- Development of a “Sustainability Index” for the project partner Maritime Technology Cluster FVG.

2021-2022

- Project management of the EC2U Project (WP7) led by Professor Stefano Denicolai (Unipv) within the European Campus of City-Universities. Main activity:
 - Coordinator of the “Circular think tank” - as part of the WP7 - which took place on the 28th of February 2022 and involved 17 stakeholders (University, colleges, local circular firms, and associations). Responsible for writing a final report with the results emerging from the Think Tank and for the final presentation to the EC2U forum in Pavia (7th April 2022).
- President of the working table “A dynamic industrial policy” within the Feltrinelli Camp 2021 “For a new globalization”, 30th November – 1st December, Feltrinelli Foundation, Milan (Italy).

2020

- Participant in Feltrinelli Camp 2020 “Transformative economies: from the Circular Economy to the Green New Deal”, 3rd- 4th October, Feltrinelli Foundation, Milan (Italy).
- Finalist in the ODEON project “Open Data for European Open innovation” (21st – 23rd April 2020) held by Camera di Commercio di Padova within the international program

Interreg Mediterranean, project co-financed by the European Regional Development Fund.

- Participant in the “Climathon Hackathon” (13th-21st November 2020) organized by *PromoImpresa* Mantova. Project title: “Atmosphere” made for Saviola Holding.

OTHER PROFESSIONAL EXPERIENCES

- January 2021 – June 2021: **Research collaborator at Apepak – remote collaboration**

Support the circular firm Apepak to develop value co-creation processes with its clients, by implementing proper research via questionnaires, interviews, and focus groups.

- May 2018-September 2018: **Grocery Store Account in Mars Incorporated - Rome**

Key account of several grocery stores located in a specific geographic area. Main responsibilities include making orders, implementing inside the stores the promotional activities developed by the trade marketing team, negotiating with the retailers to get the best exhibition premises and constantly monitoring sales through reports.

- February - August 2017: **Junior Account Intern in Open Icecat – Amsterdam**

Support of the Italian key clients (such as Carrefour, BricoIo and Grancasa) in the implementation of their e-commerce platforms. Market analysis and business development with small/medium clients.

Quality control on products data sheets to improve their attractiveness and to enrich them with multimedia content. Support and acquisition of small/medium clients.

- August - December 2015: **Office Assistant in LEGO Italy SPA - Lainate**

Support to all the office departments, including general tasks such as the arrangement of meeting rooms and reception duties. Support to the HR team to check the daily presence of the employees and their worked days and to hire new interns. Support to the Sales department to track the in-season promotions in the key stores and to register new contracts signed with retailers.

- October 2014 - January 2015: **Erasmus Placement in Awaiting Eyes Foundation – London**

Main tasks included fundraising activities, the update of the Foundation website and its social networks through appealing content, and the implementation of new strategies to promote the association, such as charity events.

- June - September 2012: **Front Office Intern in Grand Hotel Excelsior – Malta**

A 2-weeks intensive English school plus the internship placement in the Excelsior Hotel have been part of the awarded grant “Master dei Talenti” issued by Fondazione CRT.

PERSONAL SKILLS

- Communication skills.** I have good communication skills: I easily interact with worldwide colleagues, and I efficiently communicate work-related information.
- Team working.** I appreciate working in teams to exchange opinions and ideas to carry on challenging projects. I am good at motivating the people I am working with.
- Flexibility.** I can easily adapt to new environments and tasks, I am open-minded, and I like new challenges.

LANGUAGES

- ITALIAN: mother tongue.
- ENGLISH Level C1: Very good communication skills, both written and spoken.
- FRENCH Level B2: Good communication skills, both written and spoken.
- SPANISH Level B1: Certificate of a 3-months basic course issued by the University of Pavia.

COMPUTER SKILLS

- Professional knowledge of the Office Package and of NVivo Software for qualitative analyses
- Intermediate knowledge of graphics software Canvas, Infographics, and Prezi.
- Basic knowledge of Stata and Smart PLS 4.0 for quantitative analyses
- Basic knowledge of the main e-commerce platforms (Magento, Prestashop, and WordPress) and of their plugin to upload products data sheets
- Good knowledge of Software Zucchetti and of Software Kantal Retail XTEL

VOLUNTEERING

- Since April 2020: Member of AVIS (Association of Voluntary Italian Blood Donors)
- April – September 2020: Temporary Volunteer for the Red Cross during the Covid-19 emergency – Pavia Committee
- December 2018-2019: Christmas volunteering with the ONG *ManiTese*: fundraising campaign in Feltrinelli bookstore to raise funds to support ongoing projects in Africa.
- During the academic year 2013/2014: Member of AIESEC in the Outgoing Exchange department team.

INTERESTS

I am passionate about traveling and discovering foreign cultures and habits. During my free time, I like to play improvisation theatre, read, walk, and do yoga.

I hereby authorize the use of my personal data in accordance with the GDPR 679/16 – “European regulation on the protection of personal data”.

March 2024