

PERSONAL INFORMATION

Maria Silvia Pettinicchio



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Gender F | Date of birth 07/05/1971 | Nationality Italian

ACTUAL POSITION

University lecturer and trainer in the fields of: Marketing, Diversity and inclusion, Gender Balance, Women's Leadership, Strategic Marketing, Digital Strategy, Strategic Management, International Communication, Personal Branding, Public Speaking.

PROFESSIONAL EXPERIENCE

(2019- present)

Co-founder and COO

FreeBoo, Milano, Ceglie Messapica

Sustainable company operating in the field of circular fashion, employing women coming from disadvantaged areas. www.freeboo.it
[Circular economy](#), [fashion](#)

(2019- present)

Professor of Marketing Management

Università LUM Jean Monnet, Milano, Bari

Professor of marketing, Digital marketing for undergraduate and graduate master courses. Teaching takes place entirely in English.
[Education](#)

(2018- present)

Co-Founder, Speaker, Trainer

LeadHer, Milan

Cultural association founded with the aim of spreading the culture of "equality in diversity", within institutions, schools, universities and companies. We work through events, conferences but also complex training and consulting projects. We are focused on the issues of self-confidence, work, and physical and psychological violence against women. <https://www.leadher.it/>

[Personal Branding](#), [Diversity Management](#), [Consulting and Training](#)

(2015- present)

Professor of Marketing, Strategic Management

ESE, European School of Economics, Milan

Lecturer in marketing, strategic management, organizational design for bachelor and master courses. Teaching takes place entirely in English.
[Education](#)

- (2017- 2019) **CMO e co-founder**
K-Rev, Lomazzo, Como
In charge of the annual marketing plan, offline and online communication and lead generation. <http://k-rev.com/it/>

[Technology and training](#)
- (2007- 2019) **Founder, Senior Strategist, Trainer**
The Garage, Milan
Senior strategist within the communications and marketing agency. She manages the team of external and internal professionals in the process of collecting the brief, project planning, delivery and final analysis. Lecturer and consultant in personal branding, storytelling. Digital ghost writer for top executives. <https://www.thegarage.mi.it/>

[Social Media Marketing, Strategic Marketing, Consulting and Training](#)
- (2016- 2018) **Director of managerial training in English**
Execo, The Human side, Milan
She developed managerial training programs in English for professionals, managers and organizations.
She coordinated a team of native speaking teachers with extensive professional experience outside the education sector (banking, marketing, human resources, engineering, architecture, law, sales, etc.)

[Managerial Training](#)
- (2012- 2016) **Director of Managerial Studies, Trainer**
Shenker, Milan
She developed and coordinated Shenker's management training programs with particular attention to corporate and academic clients (Politecnico di Milano, the business school of sole24ore) thanks to her professional background in intercultural relations, marketing, advertising and corporate communication.
[Education](#)
- (2007- 2012) **Founder and Creative Director**
Wannabee Gallery and Creative Agency, Milan
Art gallery and creative agency. The artists also worked as creatives for corporate clients such as Gazzetta dello Sport, Ceres, Olio Carli and many others.
[Art and advertising](#)
- (2005- present) **Author**
Author of two novels, Cielolatte and Itaipù (on Argentine desaparecidos) for sale on Amazon. She is writing her third novel, "Naked Heart" on the subject of Xylella in Puglia.
[Publishing](#)

- (2002- 2005) **Marketing Project manager**
 Metro Cash and Carry, San Donato, Milan
 For the BAR customer category, she followed and implemented PR activities, marketing analysis, product launches, events, communication, CRM, direct marketing activities and in-store events.
[Retail](#)
- (1998- 2002) **Senior Consultant**
 Ernst and Young Consuting, Milan, London, Brussels
 SAP-CO team consultant for important international implementations. Responsible for process analysis for the controlling department.
[Consulting](#)
- (1997- 1998) **Assistant to the treasurer**
 Consolato Generale di Italia, Miami
 Assistant to budgeting, accounting and financing activities. Assistant in communication and PR activities in the area.
[Diplomacy](#)

EDUCATION

- 2017 **Master in Social Media Marketing**
 The University of British Columbia, USA
 ▪ Social Media strategy, digital communication
- 2016 **Specialization in Digital and Social Media Marketing**
 Curtin University, Australia
 ▪ Digital Communication, Digital Strategy, Integrated Communication
- 1994-1998 **Bachelor in Business Administration**
 Florida International University, USA
 ▪ Management, International relations, Marketing, Business English
- 1990.1993 **Law**
 Università cattolica del Sacro Cuore, Milano
 ▪ International law.

PERSONAL COMPETENCES

Mother Tongue Italian

Other languages	COMPREHENTION		SPOKEN		WRITTEN
	listening	reading	interaction	speaking	
English	C2	C2	C2	C2	C2
Spanish	B2	B1	A2	A2	A1

Livelli: A1/A2: Utente base - B1/B2: Utente intermedio - C1/C2: Utente avanzato
[Quadro Comune Europeo di Riferimento delle Lingue](#)

Communication competences ▪ I have an extensive experience in training and public speaking also to large international audiences. I

am also an experienced motivator, both at a personal and at a group level.

Organizational and management competences

- Leadership for change
- start up management (Co-founder of 4 organizations, assisted the start-up phase of several other companies)

Other professional competences

- Academic planning
- Translation (Italian - English sworn translator)

Digital Competences

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Security	Problem resolution
Advanced User	Advanced User	Advanced User	Basic User	Intermediate User

Livelli: Utente base - Utente intermedio - Utente avanzato
 Competenze digitali - Scheda per l'autovalutazione

Other Competences

- Creative Writing
- Regenerative agriculture

Driver Licence

B

ADDITIONAL INFORMATION

PUBLICATION AND PROJECTS

- Cielolatte, KDP, 2016, Itaipu, KDP, 2016
- Rinascimento Pugliese. Project of Regenerative Agriculture for Salentine Olive Trees (2018) – LeadHer project of women leadership for a gender balanced society. (2018) . Arte per una mano alla vita. Charty project for Una Mano alla vita Onlus, (2011). Wannabee Prize. Internationa art contest for emerging artists (2009, 2010, 2011). Arte Tra i piedi. Charity project to help raise funds for AIDA foundation (2008).
- Power LinkedIn 2017 – Healthy Habits

WORKSHOP

Groups and associations

- Save the children, cittadini per l'aria

Personal data

I authorize the processing of my personal data pursuant to Legislative Decree 30 June 2003, n. 196 "Code regarding the protection of personal data".