



Alberto Cellini

PROFESSIONAL EXPERIENCE

June 1991-today

Marketing and Strategy Professor

Adjunct Professor, Faculty member and conference speaker at MIP Milan Polytechnic, in Marketing and Strategy.

Co-director of IM4 (International Master in Omnichannel Marketing & Consumer Analytics) at MIP.

Speaker in Conferences/Conventions for many companies and associations.

Professor in different institutions, responsible for planning and teaching the following topics in several multinationals and Italian companies:

- strategy
- advanced strategy
- enterprise and strategic choices
- business planning
- basic marketing management
- services marketing
- business-to-business marketing
- marketing planning
- globalization
- international marketing
- managing and motivating the sales network
- incentives for the distribution network
- key account management
- effective communication
- price definition and management
- customer satisfaction management
- sales management
- crm
- sales control (kpi)
- courses for area managers
- new product development
- [www.marketing](#)
- ...

Business Management Consultant in Marketing, Strategy and Organisation

Projects with several consultancy firms, as Project Leader and/or Senior Consultant in Italy and Europe for major Italian accounts in medium and multinational businesses operating in the business to business, services and consumer goods.

- business planning
- mission and corporate strategy formulation
- business studies and analyses
- defining products offered by the company
- marketing and sales audits
- setup and implementation of the CRM
- rolling out organisational change systems
- assisting generational transition
- building and implementing marketing planning and control systems (kpi)
- reviewing commercial organisation structures
- setting up key account management systems
- setting up and reviewing the price policies of manufacturing organisations for traditional and large-scale retail channels
- designing incentive systems for sales forces
- customer satisfaction and orientation programmes
- new product development
- perfecting commercial partnership programmes
- internationalising the sales, marketing and distribution system
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August 1984-May 1991

OLIVETTI Group

Various positions in the Human Resources, Marketing and Commercial divisions.

EDUCATION AND PROFESSIONAL DEVELOPMENT

September 1982-June 1984

Master of Business Administration (MBA), specialising in International Business at the American University of Washington D.C., USA.

November 1977-May 1982

Degree in Business and Economics with first class honours from the University of Bologna. Business economics syllabus.

Foreign languages:

English and French (spoken and written)

Spanish (basic knowledge)