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## **CECILIA MARIA CASTELLI**

BORN APRIL 17, 1980

VIA GESSI 49 – 20146 MILANO

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### CONTACTS:

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### PROFESSIONAL EXPERIENCE

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#### PARTNER AND BUSINESS DEV. / MASQUE MILANO FRAGRANCES

July 2018 – ongoing

#### SENIOR CONSULTANT @THE GLOBAL FASHION UNIT

**THE EUROPEAN HOUSE AMBROSETTI** June 2015 - Ongoing

Leading strategic projects in Operations & Supply Chain (S&OP, KPIs, Organization, Vendor Rating, S&OP...), Strategy, Digital Transformation (focus on AI, analytics, data management), Business Planning.

Head of the “Fashion Supply Chain Strategy Advisory Board”

Sectors: fashion/luxury (Benetton, Bulgari, Moncler, Jimmy Choo, Giorgio Armani, Fendi, MMFG, Intercos, Ratti, ...), other industries, hotels, no-profit.

#### SENIOR CONSULTANT / ASSET SRL March 2008 – June 2015

Project Manager on Operations/Supply Chain (processes redesign, demand forecasting, inventory management, distribution planning, ...) and ICT Governance (definition of Business Requirements, SW selection, coordination of System Integrators, quality assurance, ...).

Some customers: Intercos, Chiesi farmaceutici, Unichips, CoProB, Syngenta, Candy group, Sinv, Fratelli Rossetti, Fiamm, BLM group, Arcese, ABB, Sy Italia.

#### LECTURER (extended faculty) / MIP-POLITECNICO DI MILANO

September 2005 – Ongoing

Teaching & Project Works on Supply Chain, Operations & Retail – International Master in Luxury Management, MBA, other postgraduate courses.

Teaching Production & Logistics Management, Organization, Quality Management at the faculty of Management & Industrial Engineering

#### PRODUCTION INTERN / VOITH T. RAIL DIVISION (LONDON)

March 2005 – September 2005

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### EDUCATION

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#### **BUSINESS, CORPORATE & EXECUTIVE COACHING**

CoachU Italy, September 2014 – September 2015. Valid for ICF certification

#### **PHD IN MANAGEMENT AND INDUSTRIAL ENGINEERING**

Politecnico di Milano, 2008 - “Supply Chain strategy in the luxury industry”.  
>20 publication on academic journals and books.

#### **MASTER IN FASHION MARKETING & MANAGEMENT**

Heriott Watt University, Edinburgh – October 2007-March 2008

#### **MSC IN MANAGEMENT AND INDUSTRIAL ENGINEERING**

Politecnico di Milano, February 2005 – 100/100

#### **UNITECH INTERNATIONAL PROGRAMME**

UPC Barcelona, September 2003 – July 2004

**MATURITA' CLASSICA** – Liceo classico Cairoli, Varese, 1999 – 100/100

## **FOREIGN LANGUAGES**

English – Fluent

Spanish – Fluent

French – Basic

Catalan – Basic

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## **OTHER EXPERIENCES/EDUCATION/ACTIVITIES**

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### **COMMUNICATION OFFICER**

Unitech Alumni Association – 2005/2006

### **BACHELOR IN PIANO PLAYING**

Conservatorio Statale di Verona – 2003

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## **PUBLICATIONS**

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Brun A., Castelli C., Karaosman H.; (2017), "A focused supply chain strategy for luxury fashion management", Journal of Fashion Marketing and Management: An International Journal

Brun A., Castelli C., Karaosman H.; (2016), "See Now Buy Now: A Revolution for Luxury Supply Chain Management", Business Models and ICT for the Fashion Supply Chain (book), Springer

Castelli C., Sianesi A.; (2015), "Supply Chain strategy for companies in the fashion-luxury market: aligning the Supply Chain towards the Critical Success Factors", International Journal of Retail and Distribution Management

Castelli C., Brun A., (2014) "Supply Chain Strategy in the fashion and Luxury Industry", in: Fernie, J., Sparks, L. "Logistics and Supply Chain Management", Kogan Page, London

Castelli C., Bettucci M., Battini E., (2014), "Need of Project Portfolio Management and Early Operations Involvement in New Project Development: a case study from the cosmetic industry", International Journal of Engineering, Science and Technology

Castelli C., Brun A., (2013), "The Nature of Luxury: A Consumer Perspective", International Journal of Retail and Distribution management

Castelli C., Brun A., (2012), "Focused Supply Chain strategy in the fashion industry: initial testing of a segmentation model", International workshop on luxury retail, operations and Supply Chain management

Castelli C., (2012), Logistica Management, "Il prodotto, il brand e il canale distributivo nella Supply Chain del fashion", Logistica Management

Bettucci M., Castelli C. (2012), "Quale legame tra complessità e costo dei processi della Supply Chain", Logistica

Caniato F., Caridi M., Castelli C., Golini R., (2011), "Supply chain management in the luxury industry: a first classification of companies and their practices", International Journal of Production Economics

Castelli C., Brun A. (2010), "Alignment of retail channel in the fashion supply chain – an empirical study of Italian fashion retailers". International Journal of Retail and Distribution Management

Caniato F., Caridi M., Castelli C., Golini R., (2009), "A contingency approach for SC strategy in the Italian luxury industry: do consolidated models fit?", International Journal of Production Economics

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