



Raffaella Bossi Fornarini

Degree in Modern Languages at Università degli Studi di Milano.

Management courses with: Kepner-Tregoe, Cmoie, Boston Consulting Group, Galgano, DDI, Strategos, Regent's College London, University of Pacific - Oregon, SDA Bocconi.

Professional Background

- Current, since 2005: Managing Director at Passport, a consulting and training company.

Main focus: align Corporate Culture to Goals.

I support organizations in defining their Intentional Culture, the way in which they need people to think and act to reach company targets.

We manage processes of change, diversity, internationalization and development of entrepreneurial mindset.

Thanks to a long experience in managing Intangible Assets at a Global level, I work on Brand Management projects and on the definition of Corporate Values.

- Since 2005 I am Professor @ GSOM of Politecnico di Milano and Università IULM, Università Cattolica di Milano, and other institutions.

I train on Cultural Transformation, International Mindset development, D&I, Entrepreneurship, Intercultural Management.

- From 1994 to 2004:

for 10 yrs, from the HQ of **Whirlpool** Europe, Asia & Africa, ME, I was **Director, Brand Marketing** for Whirlpool, Polar, Ignis, Laden, Bauknecht, Kitchen Aid brands.

I was responsible for Brand Marketing programs for the Emerging Markets & Emerging Business Unit, which covered 120 markets on 5 continents.

I developed international projects on CRM, PR, Services, Purchase Process, Communication, Allied Companies, E-Branding, Sponsoring, Cause Marketing, Launch Events and especially Change Management.

I was member of the Global **Diversity Council**, which was part of Talent Pool.

As Worldwide Leader of Purchase Process, I led a team that created a new way of selling semi durable goods using an Experiential Marketing approach.

- From 1986 to 1994:

TBWA, now Havas.

Account Director.

For Barilla, Nivea, some mineral waters from BSN, Ikea in West and East Europe.

RSCG, worldwide large advertising agency. Account Executive, brands: Palmera, Voiello, Citroen, Club Med, Honeywell-Bull.