

PERSONAL INFORMATION

Edoardo Sala

 Via Cesare Battisti, 4 - 20032 - Cormano (MI) N.A.  334 88 29 385 Edoardo.sala@ideasonstage.com

CF: SLA DRD 73M 27F 205O

Gender M | Date of birth 27/08/1973 | Nationality Italiana

RELEVANT POSITION

Senior LEADERSHIP and COMMUNICATION Trainer and Coach
Certified trainer at Franklin Covey

PROFESSIONAL EXPERIENCE

March 2019 - today

Senior Trainer – Communication and Leadership
Franklin Covey – Cegos Italia

Certified FranklinCovey facilitator in:

*The 7 Habits for Highly Effective People**Leading at the Speed of Trust**Presentation Advantage**The 6 Critical Practices for Leading a Team**Unconscious Bias**Multipliers*

I train and coach leaders and their teams to unleash their full leadership and communication potential

2015 - today

Business Communication Strategist
Ideas on Stage International*Event Content Design and Coaching - Storytelling, Slide Design and Public speaking.**Amongst others I've helped achieve effective communication:***Boston Scientific, Chiesi, Microsoft, Roger Dubuis, Lamborghini, Unicredit, Istituto Europeo di Oncologia, World Food Program, Novartis, Menarini, Enel.**

I've press launched and moderated at the SIHH 2019 in Geneva for Roger Dubuis and Lamborghini.

To see the event:

<https://youtu.be/MirGEbIEQwg>

2016 - 2018 **Great Events Creative Consultant**
Studio Festi Srl

Project Design and Development

Content Creation

Marketing and Communication Design

2013 - 2015 **Commercial Director**
Vrway Communication SA

Digital Marketing Consulting and operational Marketing and Sales activity

Customer Acquisition e Customer Retention (CRM)

New Business (achieved strategic cooperation with key partners Google and Baidu)

2004 - 2010 **Marketing and Sales Manager**
Risanamento Spa

Marketing and Sales

Management and implementation of Marketing and Sales activities

Customer Retention and Acquisition

EDUCATION AND TRAINING

2020 **ICF Accredited Coaching Training Program**
Life Coach Italy

Approved by the International Coaching Federation (ICF):

158 hrs. to learn the 'core competencies' of Life and Business coaching.

2012 - 2014 **Executive Master in Business Administration**
MIP School of Management - Politecnico di Milano

General Management, Corporate Strategy, Innovation Management,

Marketing and Digital Marketing, Social Media Strategy, Luxury Management.

1997 – 2001

Bachelor of Arts with 1st Degree Hons.

Drama Centre London – *University of Central Lancashire*

Bachelor of Arts with 1st Degree Hons.

Theatre Studies Acting, Method Acting, Theatre Production

COMPETENCIES

Mother Tongue

Italiano - Inglese

Communication Skills

- Capacità di lavorare in team e di motivare la squadra. Abilità ad impiegare i principi e le tecniche di comunicazione interpersonale per migliorare le relazioni, le negoziazioni e per migliorare il raggiungimento di scopi comuni e condivisi.
- Impiego delle tecniche di ascolto attivo e assertività.

Organizational and management skills

- Predisposizione alla pianificazione sia in merito a lavori/attività individuali che a scopi/attività di team.
- Predisposizione all'organizzazione di eventi, ricorrenze, seminari e conferenze. Cura della tempistica, della logistica e monitoraggio del budget disponibile.

Other Skills

- Mac e Windows
- Presentation Softwares: PowerPoint and Keynote
- i-Movie and Wondershare Editing Room
- Office (Excel, Powerpoint)
- CRM (Salesforce, Teamleader)

Driving Licence

A e B

Dati personali

Autorizzo il trattamento dei dati personali contenuti nel mio curriculum vitae in base all'art. 13 del D. Lgs. 196/2003 e all'art. 13 del Regolamento UE 2016/679 relativo alla protezione delle persone fisiche con riguardo al trattamento dei dati personali.

ADDITIONAL INFORMATION

I believe that a presentation can change a destiny: of a speaker, of an audience, of a company.

That's why I strive with passion to make sure that my presentations are nothing short of extraordinary.

I've graduated at the **Drama Centre London**, one of the most prestigious Academies of Dramatic Art in the United Kingdom and I've had an international experience as a professional actor both in theatre, TV and cinema.

For many years I've been lending my knowledge of verbal and non-verbal communication and my public speaking skills at the service of corporate firms, startups, marketing and sales teams, and entrepreneurs. After covering roles in Marketing and Sales I've completed an **Executive MBA at the MIP School of Management of the Politecnico of Milan**, specialised in Innovation and Luxury, and found a balance between my artistic background and my experience in the corporate world.

As a Business Communication Strategist, I teach programs of Public Speaking and Media Training techniques at the Mip School of Management of Milan and effective communication for the physicians and the medical staff at **IEO, the European Institute of Oncology**.

I've helped communicate with effectiveness and reach their strategic objectives through training, coaching and keynote delivery many major corporate players: **Microsoft, Boston Scientific, Roger Dubuis, Lamborghini, Chiesi, Whirlpool, Shimano, Eaton, Unicredit** among them.

My approach to Public Speaking translates in presenting always with excellence, communicating to the audience in a simple, clear, original, and enjoyable way.