Personal Information

First Name / Surname

Address

Tel

email

Linkedin

WEBSiTE

Nationality

Date of Birth

Summary

**Relevant Work Experience**

**2022 - TODAY**

Position

Responsibilities

# Curriculum vitae

EDOARDO**SALA**

Edoardo Sala

Via Cesare Battisti, 4 - 20032 - Cormano (MI)

+39 334 88 29 385

e.sala73@gmail.com

[www.linkedin.com/in/edoardosala](http://www.linkedin.com/in/edoardosala)

www.edoardosalapublicspeaking.com

Italian

27.08.1973

* **Bilingual: Italian - English**
* **Leadership Trainer and Business Coach**
* **Business Communication Strategist**
* **Corporate Storytelling, Visual Design and Public Speaking strategist**
* **Executive MBA graduate - MIP School of Management - Politecnico di Milano**
* **Graduated at the prestigious Drama Centre London in Drama e Theatre Studies**

**Graduate School of Management** - Milan

Adjunct Professor – Effective Communication and Public Speaking Skills - Graduate School of Management, Milan

Responsible for the development and delivery of courses in Effective Communication Techniques, Public Speaking, and Presentation Design for MBA, EMBA and specialised Masters.

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**Franklin Covey** - Milan

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# Curriculum vitae

**2018 - TODAY**

Position

Responsibilities

**2015 - TODAY**

Position

Responsibilities

**2016-2018**

2010 - 2013

Position

Responsibilities

Position

Responsibilities

www.franklincovey.it

Senior Trainer and Leadership&Communication Coach

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

**Ideas on Stage** - Paris, Milan

[www.ideasonstage.com](http://www.ideasonstage.com)

Communication Strategist and Coach

Event Content Design and Coaching - Storytelling, Slide Design and Public Speaking.

I’ve helped achieve effective communication (among others):

**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 my intervention:

<https://youtu.be/MirGEbIEQwg>

**Studio Festi Srl** - Varese

[www.festigroup.org](http://www.festigroup.org)

Creative Event Consultant

* Project Design and Development
* Content Creation
* Marketing and Communication Design
* **Vrway Communication SA** - Lugano

**2013- 2015**

Position

Responsibilities

**2012 - 2014**

Position

Responsibilities

**Education and Training**

2020

# Curriculum vitae

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[www.Vrway.com](http://www.vrway.com)

Commercial Director

* 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)

**Risanamento Spa - Milano**

EDOARDO SALA

[www.euroimmobilisrl.com](http://www.euroimmobilisrl.com)

[www.lealbere.it](http://www.lealbere.it)

Marketing and Sales Executive

* Marketing and Sales
* Management and implementation of Marketing and Sales activities for the High End developing project Le Albere by Renzo Piano

2004- 2010

Position

Responsibilities

* Customer Retention and Acquisition

**Risanamento Spa - Milano**

[www.risanamentospa.com](http://www.risanamentospa.com)

Sales Executive

* Market Analysis
* Sales and Acquisitions
* Linguistic and Communication Advisor

**Life Coach Italy - Milano**

[www.lifecoachitaly.it](http://www.lifecoachitaly.it)

Master Advanced Coach Academy.

Accredited Coaching Training Program (ACTP) approved by the International Coaching Federation (ICF): 158 hrs. to learn the ‘core competencies’ of Life and Business coaching.

**Teatro Franco Parenti - Milano**

2016

2012-2014

1997-2001

LANGUAGES

SKILLS

COMPUTER SKILLS AND COMPETENCIES

ADDITIONAL INFORMATION

[www.teatrofrancoparenti.it](http://www.teatrofrancoparenti.it)

Seminar in Theatre en Plen Air Event Project Management.

Creative Development in Theatre En Plein Air Events in cooperation with Ms. Monica Maimone (Creative Director of [Studio Festi by Mymoon](http://www.mymoon.eu/), Ms. Andrèè Ruth Shammah ( Director of Teatro Franco Parenti)

**MIP School of Management Politecnico di Milano**

[www.mip-polimi-emba.it](http://www.mip-polimi-emba.it)

Executive Master in Business Administration

General Management, Corporate Strategy, Innovation Management, Marketing and Digital Marketing, Social Media Strategy, Luxury Management.

**Drama Centre London - Londra**

[www.dramacentrelondon.com](http://www.dramacentrelondon.com)

Bachelor of Arts with 1st Degree Hons.

Theatre Studies Acting, Method Acting, Theatre Production

Bilingual - English, Italian - both spoken and written

EDOARDO SALA

* Team Working
* High organisational skills
* Adaptation and Flexibility
* Active Listening
* Proactivity
* Mac e Windows
* Presentation Softwares: PowerPoint and Keynote
* i-Movie and Wondershare Editing Room
* Office (Excel, Powerpoint)
* CRM (Salesforce, Teamleader)

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

ADDITIONAL INFORMATION

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.