

CARLA BERTUZZI



DATA

Date of Birth: 29th June 1971
Nationality: Italian
IT Mobile Phone: +39 347 9607929

e-mail: carla.bertuzzi@gmail.com
LinkedIn: <http://www.linkedin.com/in/carlabertuzzi>
Twitter: [carlettab](https://twitter.com/carlettab)

SKILLS

Business Ecosystems Design | Business Development | Strategic Communication & Marketing

Business Ecosystems Design and Governance | Strategic Partnerships and Alliances | Relationship Management | Development and Implementation of growth opportunities within and between organizations | Strategic Brand Reputation Planning | Events and Relational Activities design and management | Qualitative research, focus groups, brainstormings. MENTOR / FACILITATOR for Learning Creative Learning MIT MediaLab | EIA European Innovation Academy Estonia, etc i.e. HackForItaly, StartupWiseGuys, LSM...

- **Fuency in English, French. Fairly good Spanish, German. Italian mother tongue**
- **Excellent working knowledge** of major **software packages** (eg MS-Office, Adobe Creative Suite MS-Project, MS-Visio); **Bulk Mailer, Events Management Platforms, CMS** (eg Mailup, Mailchimp, Hubspot, Wordpress...); **Social Networks** (eg Facebook, Twitter, LinkedIn, Instagram...)
- **Ability to work in multicultural environments** and establish harmonious and effective working relationships, both within and outside the organization - working experiences in **Italy, Singapore, France, Germany, Mongolia**

EDU

MBA - Master of Business Administration Specialization in **Marketing & Finance** **10.2005**
(bursary winner) S.A.A., Università degli Studi di Torino

B.A. in Psychology Specialisation in **Work and Organizational Psychology** **11.2000**
Faculty of Psychology, Università degli Studi di Torino

WORK EXPERIENCE

Head of [Sellalab](#) Torino **10.2021 - present**

SELLALAB is a driver for **innovation and business acceleration** with the final goal of helping the growth of projects of young talents and **support companies in the digital transformation process**. We manage **acceleration programs** dedicated to **Fintech startups, digital startups** and **Corporations**. we also stage experimental laboratories dedicated to technologies such as **blockchain** and **internet of things**. Providing advisor in **banking** and **finance**, especially in ecommerce and payment system.

Business Development & Strategic Partnerships at [Copernico](#) **05.2016 - 10.2021**

Smart Working, Coworking, Business Matching, Business Club - Italy

Responsible for :

- designing and building Copernico **Business Ecosystems**
- creating **strategic alliances** and joint initiatives with **key players**
- developing **innovative services and activities** leveraging on the Copernico community
- managing **partnerships, co-marketing** activities and **media relations, newsletters**
- boosting and increasing **brand awarness and reputation**
- ensuring **expanding** and **positioning strategies**
- co-ordinating **staff and resources**

Communication and Project Manager at [42Accelerator](#) **05.2015 - 05.2016**

Business Agency - Italy

Responsible for :

- **managing and defining the company's image and values**
- **developing marketing and communication** strategies
- building and **developing the organisation's profile** with a range of stakeholders, as well as **liaising closely with journalists** and pro-actively seeking **media opportunities**
- **organising and managing awareness-raising events**

Marketing and Project Manager at [BeeLab](#) **05.2012 - 01.2015**

IT | ICT | MAR COM Consulting Agency - Italy

Responsible for :

- **developing marketing and communication** strategies - *for BeeLab and some of its clients*
- **creating the marketing**, communication and advertising **materials** - *for BeeLab and some of its clients*
- assessing the **potential markets** - *for BeeLab and some of its clients*
- defining of operating **business models** - *for BeeLab and some of its clients*
- implementing and **maintaining the company's databases and websites for contents**, promotions, design and **SEO** (Search Engine Optimization)
- co-ordinating **staff and resources**

Marketing Strategy Manager at [MediaBUZZ](#) **01.2010 - 05.2012**

online publishing company - Singapore

Responsible for :

- developing **company's marketing and communication strategies**

- establishing and coordinating the technical **products development**, the **promotional activities** and product launches
- implementing and **maintaining the company's databases and websites** for contents, promotions, design and **SEO** (Search Engine Optimization)
- co-ordinating **staff and resources**

External Relations, MarComm, Events, EU-Projects Manager at I3P
the Innovative Companies Incubator of the Polytechnic of Torino - Italy

01.2005 – 12.2009

Responsible for:

- **managing the company's image and values**
- building and **developing the organisation's profile** with a range of stakeholders, as well as **liaising closely with journalists** and pro-actively seeking **media opportunities**
- **managing the website** for contents, promotions, design and **SEO** (search engine optimization)
- **conceiving and organising awareness-raising events** for the sensitising of different target groups and to boost networking opportunities for I3P enterprises with the external entrepreneurial world
- **assessing new business ideas** - I outlined a **new methodology**, markedly different from previous approaches used in I3P, and the other Italian incubators. An [article on the approach was published by Il Sole 24 Ore](#) – Italy's leading financial newspaper
- **managing International Projects** (EU, Alcotra, Leonardo da Vinci).
- co-ordinating **staff and resources**

Marketing and Human Engineering Specialist at Telecom Italia Lab

2003 – 2004

R&D branch of the "Telecom Italia Group" Italy's leading telecommunications company Torino - Italy

Responsible for:

- **creating innovative instruments for concept development of new services/products**
- **organizing and leading brainstorming/focus groups and one-on-one interviews** aimed at analysing the needs of the reference market
- monitoring for qualitative benchmarking and the **identification of best practices**
- defining heuristics and guidelines for the formalisation of services/products, the **design of navigation trees for graphic interfaces**
- planning and overseeing of **usability tests**

Content Manager at Loquendo S.p.A.

2001 – 2003

"Telecom Italia" spin-off, leader in voice/speech technologies Torino - Italy

Responsible for:

- **elaborating, optimizing and editing informative contents** for several Voice Portals
- **maintaining and strengthening external relations with various Content Providers.**

I am **co-founder** and **mentor** of [CoderDojoUpTo](#), Coderdojo is a global network of free, volunteer led, computing clubs for kids. Thanks to the **Creative Learning Methodology**, developed by the **Lifelong Kindergarten group of MIT Media Lab**, with whom we regularly collaborate, we inspire **kids** to explore technology as creators and express themselves developing videogames, interactive stories, robots and websites, I also design and perform Creative Learning training courses for **teachers** to help them introduce technology in their classes, and for **entrepreneurs** to support the digital transformation of their companies.

Since 2004 I have organized, for consultancy and advertising companies, **creative groups** to plan and structure promotional and awareness campaigns.

In August 2012 I interned at the [Financial Regulatory Commission of Mongolia \(FRC\)](#), where I was charged with **building a strategic marketing plan and international relationships** with private companies, academic institutions and government bodies.

Since December 2014 I have coordinated the *Vocational Guidance Commission* of [YES4TO](#). Especially involved in the [TalenTO](#), [Unconference](#), [Rising Generation](#) projects in collaboration with [Città di Torino](#), Department of Youth Affairs, and [Regione Piemonte](#).

My biggest passions are **backpacking and self-organized travels** (*Europe* - almost everywhere, *South America* - Argentina, Chile, Colombia, Bolivia, Brazil... *North America* USA, Canada... *Asia* - China, Indonesia, Malaysia, Philippines, Vietnam, Laos, Japan, Iran, Oman, Myanmar, Thailand, Armenia, Georgia... *Africa*: Kenya, Ethiopia, South Africa); **sports** - trekking, bicycling, swimming;

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003 and GDPR 679/16, I hereby authorize you to use and process my personal details contained in this document

