

CURRICULUM VITAE

Mr. Francesco Campiglio

Milan (Italy) – 18th of July 1973

Personal Data

Address Via Rogorella 37, 21020, Bodio Lomnago (VA), Italy
Contacts home +39 0332 94 91 06 / mobile +39 347 04 88 636
email francesco.campiglio1973@hotmail.com

Core Competencies and attitudes

Direct Marketing & Events Organizations Enthusiasm	Sales Creativity	Customer Care Persistence
---	---------------------	------------------------------

Curriculum Studies

July 1992	Scientific Diploma	High School G.B.Vico, Milan
October 1998 Degree Title:	Political Sciences Degree (97/110) "The Interactive Television - Digital Television Development in Italy"	Università degli Studi, Milan
December 2006	"Sales and Negotiation Training"	Krauthammer International, Milan

Foreign Languages

Italian:	mother tongue
English:	average written, excellent listening skills and spoken
French:	average written, excellent listening skills and spoken
Spanish:	basic written, excellent listening skills and spoken
Greek:	excellent listening skills, spoken conversational

PC knowledge

Operative Systems: Windows 98, 2000, XP, Vista
Applications: Office package

Hobbies

travels and foreign cultures movies and creative writing	mass media communications photography	basketball, ski, swimming cooking, hand works
---	--	--

Travels and time abroad

<u>Mediterranean Area</u>	Greece (25 times), Spain, Turkey, Cyprus, Israel, Egypt, Canary Islands, Portugal
<u>North-Centre Europe</u>	Sweden, Denmark, Norway, Finland, Russia, Scotland, Austria, Hungary, France, Portugal, Belgium, Czech Republic, Benelux, England, Holland.
<u>US - Oceania and Asia</u>	US (1w in 2007) - Fiji + Australia + Indonesia + Thailand (9/01-6/02)

Main Companies + **before university degree job's experiences**

09/08-04/09 **MSC Cruises** **Corporate Sales Representative**

Mission New Business development in Italy Corporate Market

Activities Accounting and Sales Process Management
Direct Marketing strategies ideation and development

09/04-09/07 **Sterling Commerce** **Associate Account Manager**

Mission New Business development

Activities Accounting and Sales Process Management
CEO and SLB managers Direct Marketing
Events organization

06/03-06/04 **IBM EMEA** **Customer Service Representative**

Mission Dealers Assistance and Telemarketing

Activities customer care assistance & Multilanguage Dealers assistance
IBM hardware products telesales and telemarketing

3/01-9/01 **Class Financial Network–CNBC** **Web Editor**

Mission News content editing and XML files web publication

Activities XML files management (Media & Real Player video, jpeg. html files)
and web publication of financial news
team working with Class Financial Network news journalist team

01/00-03/01 **WIND spa** **Customer Service Representative**

Mission SME & Business Partners Assistance, Provisioning, Back Office

Activities Contracts activation (fix and mobile lines), Customers assistance
and help desk, Business Partners post-sales assistance
SAP orders management SAP and fraud and collection management

Before and during University studies I've covered different positions; most important are:

sales representative in **Vacanze Italia** (October '93 – May '94)

TV walk-on in **Mediaset Group** (January '91 – February '94)

organization assistant in Milan Fair during **MOda-MILano** Exhibition (autumn '96, '97 & '98)

entertainer for **Alpitour Group** in Club Royal Maiorca, Spain (summers seasons '93 and '94)

Professional Experience in IBM

The most significant customer care experience was in Scotland in the European Contact Center of IBM near Glasgow, called Blue Building Dot Com.

In IBM I was involved in assisting Small Medium Enterprise customers, Italy-France-Spain dealers post sales support, and e-mail/telemarketing activities in order to promote and sales directly IBM hardware solutions toward existent Italian customers.

In 2003 IBM Contact Center were using proprietary java platform Websphere to manage a strong content management tool, called Data Case, to support contact center operators and IBM employees daily activities.

IBM was also testing the use of an instant messaging tool, called Same Time, to manage problem solving activities during the phone calls and, above all, increase IBM employees collaboration.

IBM customer service representative major daily commitments were also:

- Data Case: update regularly and enrich Data Case web pages
- Drive2Web: to bring IBM customers to IBM web site
- Opt-in: persuade peoples contacting Blue Building to subscribe IBM Newsletter

Living in a highly qualified corporate culture and advanced technological environment has greatly enriched my personal and professional background in the field of Customer Care and led me, together with two colleagues, to write a document of analysis and proposed solutions with the aim to improve and optimize IBMers employees inbound call flow that, at that time, represented 40% of the total inbound calls.

The field experience gained in customer care and daily commitment facing concrete issues were fundamental to successfully approach next job challenge in the area of marketing and sales in Sterling Commerce.

Professional Experience in Sterling Commerce

Within the South European Region Team (Italy and Spain) I have performed the activities described in .pdf in attachment: "2004-2007 F.CampiglioActivities".

Sterling Commerce experience was fundamental to apply IBM values and business approach in an innovative and challenging environment where I had opportunity and freedom to learn how to convert strong business commitment in a deep marketing and sales experience.

In order to overcome traditional barriers between technology providers and business users, I proposed to approach the real decision makers (CEO, CFO, Purchasing Director, etc.).

Applying this method were opened important negotiations and deals with Italian major groups of TLC, Manufacturing, Retail and finally in 2007 with major Italian banks.

Based on this experience, highly significant was the organization of the event "China meets CEO - Beyond the Global Challenge", exclusively dedicated to Managing Directors and SLBmanagers of major Italian groups.

Main Job's experiences

Working as **sales representative** in **MSC Cruises** since September 2008 until April 2009 I have created **100 meetings + 200 contacts leads** with PR, Marketing, Sales Managers from Top 200 Italians companies in order to promote cruise product as benefits for HR, sales force and to develop co-marketing collaborations.

In February 2007 I have prompt the decision to create and organize the event "**CINA meet CEO's – Beyond the Global Challenge**" (Circolo della Stampa, Milan, 23th of May 2007) to promote **Sterling Commerce** corporate brand (you can see conference agenda at pag. 5)

Having only 7.000 Euro as basic budget for location and catering, I have worked 2 months only with an email account, fax and phone. Finally the result was: 3 Italians Cavalieri del Lavoro, Italy Bank Association Director and Foreign Network Managers from Italian biggest banks (Intesa San Paolo, Unicredit, Capitalia) as keynote speakers plus, as participants, 60 CEO's and SLB Managers from top 200 Italians corporate.

In the same time, **during 2007** I have created meetings/sales opportunities with the following groups: Telecom Italia (IT Manager), GE (World Global IT Manager), ENI (Procurement Director), Poste Italiane, Carrefour (IT Manager), Benetton Group (F&A Director), Whirlpool, Amplifon, CGT, Giorgio Armani, SDA Logistica, Binda, WIND, l'Oreal, BMW Italia, Illy Caffè, Roberto Cavalli, Bulgari, FIAT Power Train, Bracco, Omron, Philip Morris, Gruppo Espresso, Zml, Industrie Cartarie Tronchetti, Schering Plough, Gruppo La Perla, Citterio, Blockbuster Italy, etc. etc.

In January 2007 I have been promoted **Associate Account Manager** with the mission to create sales opportunities within South European Region (Italy and Spain).

Starting from **January 2006** I have been focusing in creating **EDI/B2B outsourcing B2B data services opportunities**, and I have been in charge of managing the organisation of specific events for IT industry. During 2006 I've created first contact/sales opportunities with Barilla Group, Carrefour, Artsana, Tod's, Auchan, Zucchi, Candy, H3G, Rinascente, Zegna, L'Oreal, Geox.

Since **September 2005** I have focused in **developing business relations** with some Sterling Large Accounts (Telecom Italia, Pirelli) while since January 2005 I've approached Big prospect (Vodafone, Mediaset, H3G) in order to purpose **collaborative business application solutions**.

In **September 2004** I joined **Sterling Commerce** where initially I carried out a massive activity of **marketing** and **telesales** to support Italy and Spain Marketing and Sales Force.

In **June 2003** I transferred to **IBM-EMEA** in Greenock (Scotland) as **Customer Service Representative** which have been the most significant job's experience in **customer care**. Facing daily challenges have been fundamental to challenge in sales/marketing in the next steps.

In **July 2002** I joined **Aci Global** (European Breakdown Service) as Customer Service Representative for Truck Companies like Renault and MAN and back-office in Automotive contracts

Since 9/01 until 6/02 I have travelled in Japan, Fiji, Australia, Indonesia, Malaysia and Thailand.

In **April 2001** I joined **Class Editori Group** where I was involved in web publication and content management of Satellite TV Channel **Class Financial Network-CNBC** news.

After a short experience in **telemarketing** for Telecontatto in Milan, in **January 2000** I joined **WIND spa** (2nd Italian TLC operator) as **customer service representative**, in the same period I've participated at **Learning Technologies** (e-learning company) **start-up** as **web writer**.

La Cina incontra i CEO:
oltre la sfida globale



Wednesday the 23th of May 2007 18.00 – 22.30 pm
Circolo della Stampa - Milano
Palazzo Serbelloni - Corso Venezia 16

Agenda

- 17.30** **Participants Registration**
- 18.00** **Welcome and Introduction**
[Corrado Morandi](#), Country Manager, Sterling Commerce South Europe
- 18.05** **“People Management in China. The Cultural Gap: an opportunity or a criticism?”**
(2007, Milan, Franco Angeli)
- The book presentation will be held by the authors:
[Emiliano Maria Cappuccitti](#), Vodafone Italy HR Mgr, former HR Mgr of FIAT China
[Giorgio Secchi](#), Corporate Consultant and founder of Luxlife, located in Shanghai
- 18.30** **Direct Experiences from Italian Companies operating in China**
- [Cav. Miro Radici](#), CEO, RADICI Group
[Cav. Enrico Zobebe](#), CEO, ZOBELE Group
[Dott. Stefano Reverberi](#), CEO, ANNOVI REVERBERI Group
[Dott. Marco Baruffi](#), Vice President, BRACCO Group
- 19.15** **Round Table “China meet CEO’s – Beyond the Global Challenge”**
- [Dott. Antonio Muto](#), Credits General Manager - Corporate & Institutions CAPITALIA
[Dott. Domenico Santececca](#), General Manager, Italy Banks Association
[Rag. Giuseppe Cuccurese](#), Foreign Network Manager – INTESA SAN PAOLO Group
[Dott. Fulvio Saredi](#), Corporate Banking Foreign Network Mgr. UNICREDIT Group
moderator [Dott. Andrea Cabrini](#), Class Financial Network – CNBC Director
- 20.15** **Andrea Cabrini Conclusions**
- 20.30** **Aperitivo and Dinner**