

Laura Biason

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Professional Experience

From October 2019: Director of **Fondazione Historie**, NPO, **Centro Attività Cooperativa Sociale** and **Centro Socializzazione Cooperativa Sociale** (Villafranca di Verona). Foundation and Co-ops that provide social services to disadvantaged and vulnerable individuals and their families. 57 staff professionals working 3 shifts, more than 100 guests, 3 locations, 10 laboratories

Activities:

- management and organization of the facilities
- fundraising
- implementation of change-management designed to innovate assistance and inclusion processes

Key objectives achieved:

- submitted projects valued at more than €800,000 in funding requests; 100% positive response (all amounts requested accepted and approved)
- planning and implementation of a new organizational structure for the 57 employees, aimed at greater efficacy and efficiency in providing services
- complete overhaul of communication strategies; launch of two websites (corporate and sales-marketing). In just two months from its launch, traffic to the corporate website alone grew tenfold compared to the previous 12 months
- launch of non-profit social enterprise activities
- management of the Covid pandemic and related implementation of protective health-related measures to meet the changing needs of in-house and external clients

January 2016 - October 2019: Director of **GIMAV** and **Vitrum** (Milan)

Association of Italian Manufacturers and Suppliers of Machinery, Accessories and Special Products for glass processing. Consolidated sales volume of represented members, approx. €2-billion, 80% of which generated by exports

Activities:

- implementation of policy decisions and membership strategies as defined by top management
- management, direction and coordination of all activities, including delivery of services to businesses and lobbying activities, as well as representation of the association at all levels, domestic and international
- management of all organizational activities for the Vitrum trade show

Key objectives achieved:

- major boost to domestic and foreign representation activities that led to an increase in public support offered by the Ministry of Economic Development and ITA (Italian Trade&Investment Agency) to the industry and to the Vitrum trade show (more than 3,00,000 euro just in the last year)
- strengthening of institutional communications with members and stakeholders, with greater involvement of the members in association activities
- increase in member services, with particular attention to the specific topics of interest to the machine engineering industry
- launch of intensive promotion and sale of space at the Vitrum trade show, with the production of marketing campaigns and organization of innovative parallel events, compared to previous editions of the show. Excellent results achieved in terms of increased revenue, participation and visibility for Vitrum

May 2014 - December 2015: Deputy Director of **GIMAV** and **Vitrum**

Activities:

- assistance to members through delivery of member services, management of communications and coordination of the Press Office
- development of projects in partnership with ITA (Italian Trade&Investment Agency) and the Ministry of Economic Development

Key objectives achieved:

- obtained financial support from the Ministry of Economic Development and ITA for the 2015 edition of Vitrum and for group stands at industry trade shows
- sharp increase in coverage of the glass industry in Italian and international media (new and traditional)
- established a social media presence for the Association, its trade magazine and for Vitrum

February 2010 - April 2014: Director of **Confindustria Messina** (Messina)

Manufacturers' Association for the Province of Messina: 8 employees, 530 businesses and associated local units

Activities:

- implementation of policy decisions and association strategies as defined by the Chairman and top management, and of the Association's strategic objectives, in concert with the Chairman
- management, direction and coordination of all activities, both in delivering services to businesses, lobbying activities and representation of the association
- head of Confindustria Sicilia Alberghi e Turismo (more than 70 4- and 5-star hotel and tourism facilities throughout the Region)
- assisting members, both in delivering the Association's services and in ensuring local representation within public agencies throughout the province

Key objectives achieved:

- major increase in association membership
- upsurge in visibility of Sicilian tourism facilities thanks to the launch of marketing campaigns and initiatives developed specifically for the media and through the development of structured networking relationships
- integration of functions and services with Confindustria Reggio Calabria (of which I was the co-Director from October 2013)
- start-up of Stretto Servizi Industrie, a service company of the Manufacturers' Associations of Messina and Reggio Calabria (Confindustria Messina e Confindustria Reggio Calabria)
- cost savings through optimization of operational flows and review of the list of suppliers
- boosted the Association's prestige and visibility both locally and nationally through ongoing management of the relationship network and the proposal of new initiatives
- improvements to the institutional communications strategy: in 2012 the association won the Euro-Mediterranean International Award in the "best practices" category for institutional communications using social networks

July 2000 - January 2010: Head of Trade Agreements, Head of ICT for Confindustria Nazionale (Rome)

Italian National Manufacturers' Federation: 190 employees; 150,000 member businesses

Activities:

- in charge of negotiating, drafting, promotion and management of supply agreements with the main service suppliers. This role requires business negotiation skills (as the buyer for purchasing groups) and entails maintaining direct relationships with the sales management and institutional representatives of the main service suppliers in Italy
- management and running of the Industry Consortium Network, of which I was Director
- head of ICT, coordination and management of the ICT organizational structure (01/2009-01/2010)
- head of the Italian Information Technology Group for the Confindustria Federation System
- speaker at more than 30 institutional events on technology and innovation-related topics
- organization and conducting of workshops for the presentation of trade agreements (67 workshops with the participation of over 3,000 businesses throughout Italy)
- web-writing trainer for associations and member companies
- in-house consultant as an IT and communications resource for the associations and their partners
- promotion of innovation in the associations and member businesses
- support of Confindustria Alberghi (hospitality) in the development of campaigns and innovative on-line services for the promotion of member facilities
- managed the 'Best Website' Award
- conception, feasibility analysis, start-up and management of the Confindustria Business Community
- technical trainer and promoter of technology use
- institutional ghost-writer on technology-related topics
- member of the Euro Committee of Italy's Department of the Treasury, representing Italian businesses

Key objectives achieved:

- sharp reduction in development costs; optimization of the ICT system
- general improvement in user-friendliness of Confindustria on-line communications
- creation and ongoing improvement of the Confindustria Intranet System and dissemination of the 'networking' concept among employees of the Manufacturers' Federation (4,600 individuals)
- increase in the use and dissemination of trade agreements and improvements in the conditions applied
- increase in the number of members in the associations that are part of the Confindustria federal system, thanks to the advantages offered by the trade agreements

November 1995 - June 2000: Head of the information systems and trade agreements area of Unione Industriale di Torino (Turin)

Turin Manufacturers' Association: 150 employees; 2,500 members

Activities:

- head of IT systems, new media communications and trade agreements
- in-house consultant and resource for members on information technologies and communications
- member of the National Crisis Unit for the year 2000, and of the Euro Committee of the Italian Treasury Ministry, representing Italian businesses
- technical trainer and promoter of technology use

August 1994 - April 1995: Income Quality and Inspection Auditor for **Certo srl** (Turin)

Quality Certification company for the automotive and mechanical engineering industries, based in Turin, Italy

Foreign Languages

- **English:** fluent spoken, comprehension and writing skills
- **French:** advanced comprehension; elementary writing and speaking

Formal Education and Training

- Degree in IT Science (Ingegnere Informatico, 1995, Turin Polytechnic, marks: 108/110)
- Qualification to work as a freelance engineer
- Training course for middle managers and executives (Confindustria Manufacturers' Association School)
- Manager Training course (Confindustria Manufacturers' Association School)
- Specialization course in Corporate Communication (Manufacturers' Union of Turin)
- Training courses in Quality Certification with special focus on the automotive and mechanical engineering industries (AICQ)
- Course in Internal Communications (Confindustria Manufacturers' Association School)
- Innovation Management course (Studio Base)
- Diploma, Computer Engineering Assessor for Industry

Abilities and Skills

- Results-oriented
- Management of complex organizations
- Talent for change-management
- Expert trainer and promoter in technical/specialized subject areas
- Group creation, orientation, management and mediation
- Skilled public speaker
- Complex event management, all phases
- Excellent IT skill set: web-writing, web-designing and general areas related to communications through traditional and new media platforms
- Extensive network of institutional relationships in Italy and internationally

Interests and hobbies

Artisan jewelry-making, reading, photography, writing, literary translation

Other

Willing to relocate inside Italy or internationally for a medium-long period.

I herewith authorize the processing and storage of my data pursuant to applicable privacy legislation.

9 September 2021

Laura BIASON