

Laura Biason

General Manager | Institutional Relations | Innovation & Artificial Intelligence

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PROFESSIONAL PROFILE

General Manager with over 30 years of experience managing complex organizations, industrial trade associations, and change management projects. Holding a degree in Computer Science Engineering from Politecnico di Torino (108/110, pre-Bologna five-year programme), she combines a solid technical background with high-level managerial skills developed in Italy's leading industrial associations (Confindustria) and international contexts. Specialized in institutional relations, strategic development, and securing public funding (ICE, MAECI, MIMIT). Recognized expert in generative Artificial Intelligence and prompt engineering, with lecturing activities at Politecnico di Milano. Public speaker, corporate trainer, and consultant for the digital transformation of companies and organizations.

AREAS OF EXPERTISE

General Management & Change Management · Institutional Relations & Lobbying · Strategic Development · Integrated Communication & PR · Artificial Intelligence & Digital Transformation · Fundraising & Public Funding · Corporate Training & Public Speaking · Association Marketing & Digital Marketing · Complex Event Management

PROFESSIONAL EXPERIENCE

General Manager

Club degli Orafi Italia

Nov 2021 – present

Milan

Independent association of leading Italian jewellery entrepreneurs and companies

- Secured government funding from ICE Agency and MAECI for the promotion of Italian fine jewellery (Made in Italy), achieving sector-first results: funded participation at Miart (a first time for the jewellery sector) and approval of a project for 2 high jewellery exhibitions at the Italian Embassies in Tokyo and Dubai
- Repositioned the Association at national and international level through a revised communication and marketing strategy, opening new promotional channels (non-sector trade fairs, networking events), and launching the Digital Marketing Trends Observatory
- Strengthened strategic partnership with Intesa Sanpaolo for the launch of the qualitative/quantitative Observatory of the gold-jewellery sector
- Launched an operational training project for employees of member companies, significantly expanding the service offering and associative value
- Optimized resources and budget in a context of reduced membership fees, developing innovative activities at low cost or fully funded by government bodies

General Manager (Interim Manager)

LIDE Italia

Oct 2023 – Apr 2024

Milan

Private business association for trade between Italy and Brazil

- Relaunched and restructured the association's activities, making the organization operational and self-sustaining within 6 months
- Redefined mission, services and governance, aligning the international vision (Brazil) with Italian philosophy and regulations
- Designed and implemented an integrated communication plan (social media, PR, website), training the internal team on content writing, editorial style and stakeholder management to ensure post-mandate continuity

Consultant

Luxury hotel group (NDA)

Mar 2022 – Mar 2023

Veneto, Italy

700 employees, 5 luxury properties

- Designed and delivered a comprehensive training programme for 700 employees (from front-line staff to Property Directors) on luxury guest management, upselling/cross-selling and corporate heritage, with content tailored by role and nationality
- Conducted mystery guest activities and developed a structured service improvement plan focused on storytelling and brand uniqueness

- Developed an integrated onboarding package in collaboration with HR and operational departments to reduce turnover; managed social media recruiting for director-level positions

General Manager

Oct 2019 – Oct 2021

Fondazione Historie Onlus + Social Cooperatives (Centro Attività and Centro Socializzazione)

Villafranca di Verona

Foundation and Social Cooperatives caring for people with psychic disabilities. 57 staff, 120 residents, 3 facilities, 3 day centres, 10 productive workshops

- Submitted and secured funding projects worth over €800,000 from public and private sources with a 100% success rate
- Designed and implemented a new organizational structure; launched Social Enterprise activities
- Comprehensive overhaul of communication and fundraising strategies; implemented change management focused on process innovation

Director (Deputy Director May 2014 – Dec 2015)

May 2014 – Oct 2019

GIMAV and Vitrum

Milan

Italian Association and International Trade Fair for glass processing machinery. Members' consolidated turnover ~€2bn, 80% exports

- Grew Vitrum trade fair revenue through renewed marketing strategies, promotion and innovative collateral events
- Secured financial support from MISE and ICE for the 2015, 2017 and 2019 Fair editions and for members' participation in foreign collective exhibitions
- Strengthened the sector's national and international representation; significant increase in visibility in Italian and international media
- Launched social media channels for the Association, sector magazine and Fair; developed sector digital marketing

Director

Feb 2010 – Apr 2014

Confindustria Messina

Messina

Messina Province Industrialists' Association. 8 staff, 530 member companies. Co-Director of Confindustria Reggio Calabria from 2013

- Won International Euromediterranean Award 2012 – “Best Practice” category for institutional communication on new media
- Significant growth in membership base and the Association's prestige at local and national level
- Co-founded Stretto Servizi Industrie, a joint services company of Confindustria Messina and Confindustria Reggio Calabria
- Head of Confindustria Sicilia Hotels and Tourism (over 70 four- and five-star properties across the Sicilian Region)

Marketing & Membership Development Officer – Head of ICT

Jul 2000 – Jan 2010

Confindustria Nazionale (General Confederation of Italian Industry)

Rome

190 staff, 150,000 member companies

- Head of ICT: coordination of IBM outsourcing and management of the National IT Technology Group for the Confindustria System
- Responsible for Framework Agreements with leading national service providers: 67 workshops organized across Italy, over 3,000 participating companies
- Conceived and launched the Confindustria Business Community; created and developed the System Intranet (4,600 users)
- Director of the Rete Industria Consortium
- Institutional ghost-writer on technology and innovation topics
- Speaker at over 30 institutional events on technology and innovation
- Technical member of the Treasury Ministry Euro Committee and the Government Year 2000 Committee representing Italian businesses

Head of Information Systems & Marketing Officer

Nov 1995 – Jun 2000

Confindustria Torino (Turin Industrialists' Union)

Turin

150 staff, 2,500 member companies

- Head of information systems, new media communication and Framework Agreements; technical trainer and internal consultant on ICT topics
- Technical member of the National Year 2000 Crisis Unit and the Treasury Ministry Euro Committee representing Italian businesses

ACADEMIC & SPEAKING ACTIVITIES

Lecturer in Artificial Intelligence

ongoing

Politecnico di Milano

Milan

- Lectures on the use of Artificial Intelligence (generative and non-generative) and Prompt Engineering in organizations, communication and business processes
- Speaker at multiple institutional events on technology, innovation, digital transformation and ethical application of AI in business
- Speaker on AI applied to the jewellery and luxury sector (VicenzaOro – Milano Fashion & Jewels – Casa delle Notizie)

EDUCATION

Master's Degree in Computer Science Engineering – 108/110 (pre-Bologna, five-year programme)

1995

Politecnico di Torino | *Professional Licence (Italian Engineering Board)*

Industrial Technical Diploma in IT – 60/60

1989

CERTIFICATIONS & TRAINING

Brand Journalism – Scuola Holden, Turin

Innovation Management – Studio Base

Directors Training – Confindustria System School

Executives and Managers Training – Confindustria System School

Internal Communication – Confindustria System School

Corporate Communication Specialization – Turin Industrialists' Union

Quality Auditor Training (AICQ) – Automotive and metalworking sectors

SKILLS

Artificial Intelligence & Digital: Generative AI, Prompt Engineering, ICT Management, Social Media Management, Web Writing & Designing, HR Platforms

Managerial: General management, Change management, Strategic planning, Budgeting, Managing complex organizations

Communication & Relations: Internal and external institutional communication, Lobbying & institutional relations, PR & press office, Complex event management

Training & Leadership: Corporate training, Public speaking, Group mediation and management, Operational coaching

Fundraising: Securing public funding (ICE, MAECI, MIMIT), Funding design and reporting

LANGUAGES

Italian: Native • **English:** Fluent – reading, writing and speaking • **French:** Intermediate – advanced comprehension, basic writing and speaking

ADDITIONAL INFORMATION

- Registered in the MIMIT (Ministry of Enterprises and Made in Italy) Transparency Register for Stakeholders
- Fully available for domestic and international travel, including extended periods
- Fully available to relocate
- Currently enrolled in the second year of a Bachelor's degree in Fashion Design (continuing professional development)
- Class B driving licence – own car