



Fondazione
Compagnia
di San Paolo

Rosanna Ventrella

CURRICULUM VITAE



Rosanna Ventrella

Professional experience

2008 – TO DATE

Entrepreneur

Organisational and management consultant for Italian companies operating in different sectors. Feasibility studies for entrepreneurial initiatives and start-ups.

2007

Chartered Accountant

Management of payroll and social security contributions for a number of client companies. Ex parte expert witness in employment disputes at the Court of Turin.

Work with law firms on cases involving social security, occupational accident insurance, Revenue Agency, Equitalia, etc.

2005 - 2006

Sales Manager

System Evolution S.r.l. - Turin

Sales activity dedicated to both developing existing customers and winning new customers in north-western Italy, in the following sectors: Finance (Banks and Insurance), Public Administration, Industry, Energy and Services, for consulting projects in the field of software applications (conventional management systems, ERP, SAP). Winning contracts to resolve specific problems, such as: implementation of treasury systems, introduction of IAS standards, Basel II.

2000 - 2004

Business Development Manager Senior

Altran Group - Turin

Management of a profit centre (Business Unit of approximately 80 people). The Business Manager's activity according to the Altran organisation includes three basic functions:

- Recruitment, selection and management of the growth and career plans of resources working in their BU. Personnel policies and remuneration techniques, incentive systems, motivational paths. Training in communication, image and assignment. Type of candidates: exclusively university graduates.



■ Research and winning of projects with high innovative/technological content in the finance, automotive, engineering, utilities, public administration sectors. Project management and coordination of the resources and project managers involved. Scheduling and optimisation of resources on projects.

■ Negotiation of framework agreements with major customers, management of tenders, orders, approval and control of monthly invoicing through industrial accounting and job order activities, definition of payment terms and optimal treasury arrangements.

Complementary activities:

■ Implementation of marketing projects aimed at consolidating the company's image, customer loyalty and organisation of events (company kick-offs, seminars, etc.) and participation in the company's certification process (Vision 2000).

1999

Branch Manager

LT Lavoro Temporaneo S.p.A. - Bari / Temporary S.p.A. - Turin

Commercial development of the branch, management of employees and resources dedicated to seeking and selecting clerical professionals for executive clients. Marketing and brand promotion activities.

Organisation and management of training events for branch employees and temporary workers.

Start-up of the Turin branch: marketing, communication and business plan drafting for cost and revenue planning.

1997 - 1998

Marketing Consultant

Telemaco - Bari

Creation of a start-up aimed at winning and implementing project contracts throughout southern Italy for the implementation of commercial structures (telemarketing and agents).

Subsequently, for **Cemit Direct Media S.p.A. (Mondadori group)**:

■ Activities as a business intermediary for winning Direct Marketing projects (mailings to build customer loyalty, creation of catalogues for mail-order sales, sale of databases, campaigns to launch new products, prize collections, etc.).

■ Selection and training of sales structures (accounts, telemarketers, agents). Product/service analysis, studies and market research.

■ Winning of major clients on behalf of Cemit Direct Media and project coordination (Divani e Divani, Divella, Masserie di Santeramo, etc.).

1992 - 1997

Operational Marketing Manager

Eastern Europe S.p.A. - Bari (Sales Office of Business Agency S.p.A., Milan)

Selection, recruitment and training of the tele-operators team. Organisation and coordination of the pre-sale of management consulting services. Direct marketing operations (products and services).

Budget management, activity planning of telemarketing resources.

Reporting and business data analysis on behalf of the Sales Director.

Creation and management of the Marketing Database on Macintosh and Db 4Th Dimension systems. Management of data purchased from Cerved.



Marketing Consultant for existing customers: telephone and operational marketing systems (mailing, mail order, etc.), for Italian companies.

Implementation of the ISO 9001 certification process, creation of manuals relating to the marketing department and the management secretariat. Management of quality process and procedures. Organisational analysis and process optimisation. Reason for change: failure of the corporate group.

Education

2020	The musical novel Scuola Holden
2019	Blockchain, business applications and legal aspects
2018	Artificial Intelligence: Implications for Business Strategy MIT
2018	Training course for certification CISA (Certified Information Systems Auditor)
2007	Enrolment in the register of Chartered Accountants of Turin. Transferred to the special section in 2010.
2006	State examination to qualify as a Chartered Accountant
2003 - 2005	Register of Chartered Accountants of Turin. Participation in compulsory technical-accounting training aimed at qualifying as a chartered accountant.



1999	Degree in Economics and Business obtained at the Faculty of Economics and Commerce in Bari with a final mark of 94/110. Experimental dissertation relating to an operational marketing project at Eastern Europe S.p.A., Bari.
1994	“NVC - Non-Verbal Communication” Metaconsulting, Rome
1994	“NLP - Neuro-Linguistic Programming” Metaconsulting, Rome
1994	“Foundations of Strategic Marketing” Business School, Milan
1993	“Being authoritarian or authoritative: Leadership” Business School, Milan
1993	“Assertive communication” Business School, Milan
1992	Inbound and outbound telemarketing training course Teleperformance, Milan
1992	“Business English” course Pitman School, London
1992	Professional certificate for “Marketing and market research workers” Ancifap - Gruppo IRI, Bari
1987	Scientific secondary school leaving certificate obtained at the Liceo Scientifico S. Simone in Conversano (BA) with a final mark of 58/60.



Other professional experience

A FEW PROJECTS CARRIED OUT

- 2020 - 2022 Transformation of SYS-TEK into a Benefit Corporation and obtaining certification as a B Corp.
- 2014 - 2015 coordination and promotion of the 1st pink festival dragon boat turin 2015 (www.turindragonboat.org). Fundraiser for the international event, drafting of the work plan and organisation of the work team (portal, sponsorships, authorisations, press office, etc.).
- 2013 Creation of a new company for the management of events and the digital image of companies and professionals.
- 2012 Assistance, support and monitoring for the creation of a non-profit sports organisation with particular social functions (www.dragonette.org).
- 2011 Start-up of an import export company of Brazilian and Chinese marble and products. Feasibility study and support for the corporate structure up to the first year of activity.
- 2008 Spin-off of a company branch and creation of a newco (Milan) in the IT technology sector.

CURRENT POSTS

- 2023 Member of AIDDA Delegazione Piemonte
- 2021 Chair of CNA Piemonte and Vice Chair of CNA Torino
- 2014 Member of AIDDA Delegazione Piemonte
- 2013 Director and founder of Euristico S.r.l. (www.euristico.it)
- 2007 Sole Director of SYS-TEK S.r.l. Benefit Company (www.sys-tek.it)

PAST POSTS

- 2019 - 2021 Member of the Piedmont regional women's committee for CNA Piemonte
- 2017 - 2021 Regional Chair and National Vice Chair of CNA Impresa Donna
- 2010 - 2018 Member of the BoD of SYS-BAN S.r.l. (www.sys-ban.it)
- 2007 - 2016 Director of Groundzero S.r.l.



Personal skills

MOTHER TONGUE Italian

OTHER LANGUAGES

COMPREHENSION
Listening / Reading

SPOKEN
Interaction / Speaking

WRITTEN

ENGLISH

B2 / B2

B1 / B2

B2

Business English course at the Pitman School - London, 1992

FRENCH

A1 / A1

A1 / A1

A1

Levels: A1/A2: Basic user - B1/B2: Intermediate user - C1/C2: Advanced user

OPERATING SYSTEMS

- Excellent knowledge of Office Automation tools

PROGRAMMING

LANGUAGES SOFTWARE

- Macro-knowledge of computer systems and architectures as well as programming languages, software, management and security logics
- Good knowledge of CRM tools and customisation of WordPress-based portals
- Good knowledge of Power BI and Artificial Intelligence topics

HOBBIES

Reading, painting, piano, tennis, golf, transforming old mannequins into furniture object (www.rosannaventrella.it)

SPECIAL PROJECTS

- 2012 – TO DATE: With Dragonette Torino Onlus, voluntary work to support women operated on for breast cancer and promotion among organisations and companies; fundraising and sponsorship for the event on 20 June 2020 (currently postponed to a later date)
- 2019, Matera: Participation in the Race for the Cure organised by SUSAN G. KOMEN ITALIA and donation of one of the works to the new Department of Integrated Therapies in Oncology at the A. Gemelli IRCCS University Hospital in Rome.
- 2020: Donation of a work to fashion designer Luisa Del Vecchio from Grottaminarda (Avellino) for the organisation of an event related to men's fashion in prisons.
- 2020: As a director of the Italian Ladies Golf Association, involvement in and promotion of the L'Albenza Club's "All will be fine Golf Cup" virtual event to raise funds for the Pope John XXIII Hospital in Bergamo.
- Currently, voluntary activities for "digital solidarity": support and training for teachers, professionals and associations in difficulty regarding the use of IT tools; online training for tools like Zoom, Cisco Webex, etc.



ACTIVITIES FOR
THE LOCAL AREA
CARRIED OUT
OVER THE YEARS

- Collection of computers, servers and printers, storage and supply to Sermig in Cumiana and some schools in Pinerolo.
- Training for the unemployed on setting up their own business and carrying out official formalities.
- 4.0 testing on small businesses, drafting of feasibility report and monitoring (pizzeria 4.0 project)
- 2013 - 2015: Collection and documentation activities for the blog created ad hoc for the "Committee 6 to be saved", as part of the judicial geography reform and relating to the case at the Court of Pinerolo.
- Occasional voluntary work at some old people's homes in Pinerolo.
- On the website there is evidence of social work activities carried out as a benefit company, where you can view the impact assessment: [relazione-SysTek-2021-2022.pdf](#).

Personal details

I consent to the processing of personal data contained in this Curriculum Vitae pursuant to the GDPR 2016/679 and to the dissemination of the same through the website and the social media channels of Compagnia di San Paolo for reasons of transparency related to my office.

Turin, February 2024
Rosanna Ventrella