



Fondazione  
Compagnia  
di San Paolo

Rosanna Ventrella

CURRICULUM VITAE



# Rosanna Ventrella

## Professional experience

2007 - TO DATE

### Entrepreneur

#### **SYS-TEK S.r.l. - Turin**

Sole director of SYS-TEK S.r.l., IT consultancy company in Turin.

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.

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 consisting of about 80 people - involving recruitment, seeking and winning project contracts, negotiating framework agreements with major customers.
- Implementation of marketing projects aimed at consolidating the corporate image, customer loyalty and event organisation.
- Involvement 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.
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1997 - 1998

## Marketing Consultant

### **Telemaco - Bari / Cemit Direct Media S.p.A. (Mondadori Group)**

- Creation of a start-up aimed at winning and implementing project contracts throughout southern Italy for the implementation of commercial structures (telemarketing and agents).
  - Winning Direct Marketing project contracts.
  - Selection and training of sales structures; product / service analysis, studies and market research.
  - Winning major customers and coordinating the related projects.
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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.
  - Budget management, 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.
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## Education

2019	<b>The musical novel</b> <b>Scuola Holden</b>
2019	<b>Blockchain, business applications and legal aspects</b>
2018	<b>Artificial Intelligence: Implications for Business Strategy</b> <b>MIT Management Sloan School</b>
2018	<b>Training course to gain the CISA (Certified Information Systems Auditor) certification</b> <b>AIEA - Associazione Italiana Information Systems Auditors</b>
2006 - 2007	<b>State examination for the licence to practise as a Chartered Accountant and registration in the Register of Chartered Accountants of Turin</b> <b>Transferred to the special section in 2010</b>
1999	<b>Degree in Economics and Business</b> <b>Faculty of Economics and Business, Bari</b> Final score 94/110. Experimental dissertation relating to an operational marketing project at Eastern Europe S.p.A., Bari.
1987	<b>Scientific Secondary School Leaving Certificate</b> <b>Liceo Scientifico S. Simone di Conversano (Bari)</b> Final score 58/60



## Other professional experience

### ENTREPRENEUR

- Organisational and management consultant for Italian companies operating in different sectors; Feasibility studies for entrepreneurial initiatives and start-up creation.
- 2008: spin-off of a company branch and creation of a newco (Milan) in the IT technology sector;
- 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;
- 2012: Assistance, support and monitoring for the creation of a non-profit sports organisation with particular social functions ([www.dragonette.org](http://www.dragonette.org));
- 2013: Creation of a new company for the management of events and the digital image of companies and professionals.
- 2014/2015: coordination and promotion of the 1st Pink Festival Dragon Boat Turin 2015 ([www.turindragonboat.org](http://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.).

### OFFICES

- 2007 - 2016: Director of Groundzero S.r.l.
- Since 2007, Sole Director of SYS-TEK S.r.l. ([www.sys-tek.it](http://www.sys-tek.it))
- 2010 - 2018 Member of the BoD of SYS-BAN S.r.l. ([www.sys-ban.it](http://www.sys-ban.it))
- Since 2013, Director and founder of Eurisitco S.r.l. ([www.euristico.it](http://www.euristico.it))
- Since 2014, member of AIDDA Delegazione Piemonte
- Since 2017, CNA Impresa Donna: Regional Chairman and National Vice-Chairman
- 2019, member of the Piedmont regional women's committee for CNA Piemonte

### SOCIAL PROJECTS

- Since 2012: 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)
- 27 - 29 September 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 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.

### LOCAL ACTIVITIES 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.

## 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 PROGRAMMING LANGUAGES SOFTWARE

- Excellent knowledge of Office Automation tools
- Macro-knowledge of IT systems and architectures as well as programming languages, software, management systems and security logics.
- Good knowledge of CRM tools and customisation of WordPress-based portals.

## Publications (non academic)

1. L'impresa positiva. Buone pratiche aziendali di resilienza al tempo del Coronavirus, Mezzopieno, 2020
2. Momenti di Vita – Cultura Duemila Editrice – Collana Poeti italiani contemporanei, 1989

## 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, June 17<sup>th</sup>, 2020  
**Rosanna Ventrella**