

# Marco Riccardo FERRARI

(tel. +39 328 0752499)



## personal data

date of birth: 4<sup>th</sup> March 1974    citizenship: Italian  
address: Via Forze Armate, 327 - Milan (Italy)  
mob. +39 328 0752499 - tel. +39 02 4871 3512 - fax +39 02 700 420 902  
e-mail: marcoriccardo.ferrari@gmail.com

## educational background

- November 2004**    Master Degree in **International Business**, ICE (Italian Trade Commission).  
Project work on Web consultancy on internationalisation processes to China.  
Main subjects: International economics, International Marketing, International trade techniques, Management and business administration, Innovation.  
Final grade: 93/100 (best student of the course).
- April 1999**    Degree (Laurea) in **Economics**, Bocconi University, Milan, final grade: 105/110.  
Graduation thesis (more than 60,000 words): *The local development systems of small and medium-sized enterprises in Romania* (supervisor: Prof. Sergio Alessandrini).  
Specialisation in **International Economics** (core courses: International economics, International monetary economics, Political economy of the European Union, The economics of transition of former socialist countries, Development economics, International politics, Demography).
- July 1993**    Maturità Tecnica (A-level/G.C.E. equivalent) in Electronics and Telecommunications, ITIS "G. Giorgi", Milan, final grade: 54/60.

## languages

- |          |   |
|----------|---|
| Italian  | First language  |
| English  | Very good written and spoken; used regularly in my current activity       |
| French   | Fairly good written and spoken; used occasionally                         |
| Romanian | Good written and spoken; studied and practised during my stays in Romania |

## current job

- March 2006 - Today** **Export Area Manager** at DITEC SpA, leading Italian company in the industry of automatic door and gate operators, industrial and residential automatic doors.  
Main tasks:
- foreign markets, research and development; statistical and business analysis
  - organisation and management of the company's relations with foreign customers (budgeting, sales policy etc.)
  - promotion and sales activity (exhibitions, marketing etc.)

## work experiences

- November 2004 - March 2006**    **Project Manager** within the Special Agency for International Activities of Milan Chamber of Commerce.  
Main projects carried out:
- design, implementation and management of web services aimed to assist and consult Italian companies in their approach to foreign market (LombardiaPoint.it and Infoexport.it)
  - web content manager and editor
  - market research and analysis

## **work experiences (continued)**

- March 2002 - October 2003**      **Consultant** within a consultancy company with headquarters in Milan.  
Main projects carried out and client companies:
- commercial and industrial internationalisation assistance to Italian companies (Oerlikon Contraves, Industrie Alimentari Rolli, Laterificio Pugliese etc.)
  - strategic assistance to institutional bodies for their internationalisation strategy (Chamber of Commerce of Ancona, Sardegna Region etc.)
- May 2000 - March 2002**      **Export Manager** at Effequattro SpA, Seregno (MI), leading Italian company in the sector of wooden doors for interiors.  
Main tasks:
- foreign markets, research and development; statistical and business analysis
  - organisation and management of the company's relations with foreign customers (budgeting, sales policy etc.)
  - promotion and sales activity (exhibitions, marketing etc.)
- September 1999 - January 2000**      **Assistant** of the International Promotion Manager, at Federlegno-Arredo (Italian Confederation of Wood and Furniture Industries), Milan  
Main tasks:
- organisation of the participation of associated companies to exhibitions abroad
  - economic and statistical analysis of most important foreign markets
  - International Promotion Department's web page design
- April 1999 - April 2000**      **Research assistant** at the Department of Economics, Bocconi University, research projects on:
- international trade between the EU, Mediterranean countries, and Central-East European countries
  - foreign direct investment in Mediterranean countries

## **other activities and achievements**

- 21 - 25 September 1999**      Participant in the **IX EADI General Conference** (European Association of Development Research and Training Institutes) in Paris, presenting the paper *Small enterprise clusters for local development in a transition context: The case of Romania*.
- 2 - 4 June 1998**      Participant, as an observer on behalf of the Department for SMEs - Government of Romania, in the **OECD Forum on entrepreneurship and enterprise development (FEED)** in Istanbul.
- March 1995**      Winner of the IBM, Corp. "**Leonardo 2000**" Prize in the writing category with the essay *Un futuro informatico* ("A computer based future").

## **IT skills**

**OS and software**      Windows  
Excellent MS Office: Word, Excel and Powerpoint. Basic Access.  
Excellent skills in creating **professional presentations**.

**other skills**      Internet and related software packages.  
Programming: HTML.  
Web design: Dreamwaver, the GIMP.

*In accordance with the Italian law no. 196 of 2003 I authorise the use and the recording on file of my personal data for the purpose of evaluating my job application.*

Milan, October 2009