

PERSONAL INFORMATION

Francesco Orlando

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Sex Male | Date of birth 17/09/1966 | Nationality Italian

PROFILE

Executive with proven experience in the fields of Strategy, Sales & Marketing and Organization. During my career I have developed expertise across a wide range of industries: Automotive, Apparel & Accessories, Luxury goods, Brand driven durables, Sports marketing & Entertainment as well as Services. Driven by a “can do” attitude, decision-making and leadership nature, standing, organizational and methodological skills, while creativity and a strategic mindset are my best qualities.

WORK EXPERIENCE

09/2018 – current

Non Executive Chairman of Caffeina SpA, *Digital Marketing Agency*

Caffeina is one of the biggest digital agencies in Italy and fastest growing companies in Europe according to the Financial Times ranking. It helps the clients awaken the energy of their brands through strategy, creativity and the integrated management of digital communication tools.

01/2005 – current

Founder and President of Fair Play Group SA, *Worldwide International business and management engineering boutique*

Fair Play is a strategic consulting multinational boutique, active since 2005, operating in 6 countries and focused on strategy design and business engineering for medium-sized branded enterprises. We are specialised in Strategy, Sales and Marketing, Organization and Business Development for the growth of branded medium sized enterprises. Relationships, prestige of our partners, expertise, Value for Money and operational capacity characterize us. We have our head office in Italy in Padua and in Switzerland in Lausanne, and offices or operations in Hong Kong, Turkey, UK, Mexico. Gucci, Hublot distribution, Geox, Technogym, Pininfarina, McLaren, Veolia, Pittarosso are some of our customers.

01/2018 – 06/2018

Professor of Innovation management at the University of Ferrara

Faculty of Architecture, Industrial Design

I served as Professor of Innovation management for academic year, 2017/2018, preparing first year students of Master degree on designing products/services in line with new market needs, through modern interfunctional processes, and connecting the University with several companies.

02/2011 – 06/2014

Professor of Marketing at the University of Ferrara

Faculty of Architecture, Industrial Design

I have served as Professor of Marketing for 3 academic years, 2011/12, 2012/13, 2013/14, preparing last year students on designing products in line with market needs, and connecting the University with several companies.

01/2003 – 12/2004

Senior Consultant and Director North East for Ambrosetti, Milan

Business Consulting Firm

Ambrosetti is a leading firm in top management consulting in Italy. I was in charge of the new North East Italy office. As a Senior Consultant in Marketing, I coordinated a team of professionals and I was responsible for new business and account management of the biggest companies in the area. Between 2003 – 2004, I acquired top companies as clients (Generali, Glaxo, etc.) and increased revenues by 48%.

09/1999 – 12/2002 **Communications & Promotion Manager for Marconi**, Genoa, Florence, Coventry
TLC Infrastructure Multinational

I was part of the Private Mobile Networks unit, reporting to the managing director. Made of over 3,000 people, the Unit was part of a group leader in telecommunications B2B with more than 50,000 employees. My role was to set up the communications department and develop the image policy of the product business unit worldwide, through operative marketing tools: advertising, exhibitions, events, press office, public relations, direct marketing. I managed a group of 5 professionals and participated in the strategic planning team. We achieved the prize of best communication Worldwide winning against Nokia and Motorola.

01/1998 – 12/1998 **Promotion and Direct Marketing Manager for Ferrari and Maserati**, Maranello
Luxury sports car manufacturer

Responsible for the Strategic Marketing department I was the point of reference of the Worldwide sales network for which I had to conceive central initiatives and improve the customer satisfaction and loyalty (driving courses, central direct marketing initiatives, customer events, etc.). In addition, I had the responsibility of developing, through licencing, the Maserati brand extension. Ad interim for 6 months, I also covered the position of Product Manager for Maserati. I was project leader of the repositioning and relaunch of Maserati. I successfully managed my P/L and achieved the top customer satisfaction index.

09/1994 – 12/1997 **Sponsorship Manager & Formula 1 PR & Marketing for Ferrari**, Maranello
Luxury sports car manufacturer

As point of reference for the sponsors, I gave them full support in PR and Communications at races and in Maranello; I coordinated and approved their advertising, promotion and co-marketing campaigns with the Ferrari image and supported their productions (over 200 campaigns worldwide). At Grands Prix I organized the Ferrari PR activities, including the VIP hospitality (Paddock Club), and I represented the company at official events organized by the sponsors. I successfully managed my P/L, achieving very good profitability. Moreover I was in charge of the Ferrari Paddock Club, the VIP hospitality (150 guests) at Grands Prix, looking after PR, budget, organisation and entertainment. I organised all factory tours and events in Maranello, I was also in charge of all video and TV productions.

EDUCATION AND TRAINING

1991 – 1992 **Master for the Diplomatic Career**
University of Padua – ENA École Nationale D'administration, awarded the Italian Ministry of Foreign Affairs scholarship.

1994 – Present **Several Management and Marketing courses**
SDA Business School, Bocconi University of Milan, ISTUD.

1991 **Master Degree in Political Science, International Relations**
University of Padua, final thesis: "The EEC policy for audiovisuals".

PERSONAL SKILLS

Mother tongue Italian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C2	C2	C2
French	C1	C2	C1	C1	C2
Spanish	B1	B1	B1	A2	A1

*Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
Common European Framework of Reference for Languages*

ADDITIONAL INFORMATION

- Memberships** In 2010 I founded Alumni Ferrari, a charity association of all former Ferrari executives.
- Publications** I am also author of several articles on economics and business for Italian top newspapers and magazines (Confindustria Italia - the national association of entrepreneurs, Il Corriere della Sera - the most important Italian newspaper). I am also guest contributor for TheMarketingMogul.com.
- Hobbies** Arts, Reading, Travelling, Skiing, Swimming. Member of the Italian National Karting Team in 1984, Captain of the Italian official American football team in 1986.

- Il sottoscritto acconsente, ai sensi del D.lgs 30/06/2003 n. 196 e del GDPR 679/16 del 27 aprile 2016, al trattamento dei propri dati personali per le specifiche esigenze di gestione amministrativo-contabile della pratica per la quale i dati sono forniti.

- Il sottoscritto acconsente alla pubblicazione del presente curriculum vitae sul sito dell'Università degli Studi di Ferrara.

Francesco Orlando