

PERSONAL INFORMATION

Rita Bonucchi



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bonucchi@bonucchi.com

www.bonucchieassociati.com

Sex Female | Date of birth 28/05/1962 | Nationality Italian

WORK EXPERIENCE

From January 1994
onwards

CEO

Bonucchi & Associati srl, 79 Via Legnone, I-20158 Milano

Tel.: 02 29 52 79 90, Web site: www.bonucchi.com, e-mail:

bonucchi@bonucchi.com

Full responsibility for the management of the company.

The company is specialised in Consulting and Training for Marketing, Web Marketing, International Marketing, Enterprise Creation and Cultural Marketing.

She is an expert of ASEAN market and she manages Bonucchi e associati srl local teams at Singapore and Kuala Lumpur.

Rita Bonucchi is international marketing consultant, specializing in market research abroad and in the drafting of business plans for internationalization. She is the project coordinator TEM Academy section of Bari for ITA - Italian Trade Promotion Agency (ICE) which is the government organisation which promotes the internationalisation of the Italian companies.

Rita Bonucchi is active mainly as marketing consultant and supervisor for all the projects and takes personally care of the projects related to web marketing and Web 2.0. Rita Bonucchi is specialized in developing projects of web marketing, translating marketing strategies on the web and proving customers with projects for websites, portals, forums, blogs and corporate blogs.

She is part of the scientific committee of the research Becoming International, made with Fondazione CUOA and Studio Tonucci & Partners. From October 2010 to October 2011 has served as a consultant, the direction of Marketing Performance in Lighting spa.

Since 1986 she is also involved in the design and implementation of educational curricula, today held personally more than 13,000 hours of teaching, mainly on business creation, marketing, cultural marketing, marketing planning, market research, internationalization, new technologies and web marketing.

These activities are carried out for various educational institutions, including: Universitas Mercatorum Assoservizi (services company Assolombarda); NIBI; ICE; Fondazione Giacomo Rumor – CPV (now Fondazione Centro Produttività Veneto); C.F.P. MODENA Modena Formazione (now ForModena); CUOA (now Fondazione CUOA); COSMETICA ITALIA; Federsalus; A.P.I.; BERGAMO FORMAZIONE (now Azienda Bergamasca Formazione); EBS; ISTUD (now Fondazione ISTUD); Lumetel; FORMAS; FORMAPER; PROBEST (now Probest Service); AGENZIA FORMATIVA Cooperativa Zefiro (now Agenzia Formativa Zefiro Società Cooperativa Sociale); RISFOR (now Bruscaaglioni Empowerment Risfor Network); ECOLE; Centro Estero delle CCIAA lombarde (now Centro Estero Camere di Commercio Lombarde) now management internationalization of Unioncamere Lombardia Centro Estero Triveneto.

Since 1995 she worked as tutoring Law 44 and accompanying the design on behalf of Italian Development.

On behalf of Formaper she has held positions related to women entrepreneurship,

business creation, marketing and international marketing in Ukraine, FYRM, Serbia, Indonesia, Nepal, Russia, India, Syria, Turkey, Mongolia. Kazakhstan, Iraq, Uzbekistan and Seychelles; Eucena to Egypt.

She edited projects of urban and territorial marketing for the account of Municipality of Modena, Municipality of Vignola, AIS Sermide, Incubatore Tecnologico Gardone Valrompia, PST Tortona, Verbano Cusio Ossola and Chamber of Commerce of Pavia. She served as area manager for the project ADAPT Developnet Südtirol. She edited projects of the natural shopping center for the Comune di Vignola and Unione terre di Sorbara, for be-MI the commercial exploitation of high Milan product range. She is marketing consultant international, collaborates with Associazione Industriale Bresciana. She took some of the speeches during Executive International Marketing for NIBI.

Bonucchi e associate srl is accredited supplier MISE for internationalization services, an agreement with AIB, Brescia Export and CDO.

*From January 2010 to
January 2015*

ITM Consulenza srl – 5, Via Monte Pasubio, I-24044 Dalmine, BG Tel. 035 6224151 mail: itm@itmconsulenza.it

Business consulting company

Management Consultant

She collaborated with ITM Consulenza Srl in the organization and supervision of the projects of internationalization

*From April 1992 to December
1993*

Maior Consulting – 9, via Guerrazzi, I-20145, Milano MI

Tel. 02 33104730 Fax 02 33104735 mail: info@maiorconsulting.it

Management Consulting

Management Consultant

Training and Consulting, Marketing research

*From February 1989 to April
1992*

Sevi – 37, Pontives, I-39100, Ortisei BZ

Mail: georg.senoner@dnet.it

Wooden Toys and Gifts for Children

Marketing Manager

Full Management of Marketing Strategy for all markets, with the precise goal to organize the function, to rethink the Company positioning in the market, to introduce Global Marketing concept, to organize and manage the Sales Forecasting System by Product, Period and Area.

*From September 1985 to
February 1989*

Korff - 12, V.le Industria, I-36100 Vicenza VI

Special Cosmetics for Pharmacies

Marketing and Advertising Manager and, later, Marketing Director

Full Management of Advertising Strategy, relations with advertising agencies, organization of Marketing Dept.

Later in charge for Product and Promotion Strategies for Italy and Abroad

EDUCATION AND TRAINING

- 12/01/09 Master in Digital Marketing and Communication
Apogeo held by Ifaf
Digital Marketing, communication
- 07/10/03 Degree in Arts, Music and Performing Art (DAMS)
Level in national classification: 106/110
Università di Bologna
4, Via Barberia, I-41034, Bologna BO
Mass media, communication, Digital Marketing communication
- 07/10/86 Degree in Economics (Paper: P.R. and Advertising in Textile Industry)
Level in national classification: 108/110
Università degli studi di Modena e Reggio Emilia
51, Viale J. Berengario, I-41100, Modena MO
Economics and marketing

SOME ATTENDED COURSES

- ADVERTISING MANAGER (I.P.S.O.A.)
- MARKETING WITH P. KOTLER
- INTERNATIONAL MARKETING (I.P.S.O.A.)
- MARKETING COST CONTROL (I.P.S.O.A.)
- MARKETING OF FUTURE (CENTROMARCA)
- MARKETING ODER VERKAUF (P.E.F.)
- KAESER: DECISION 1
- DIE MACHT DER SPRACHE (P.E.F.)
- "URBAN MARKETING" WITH R. NORMANN
- PRODUCT MANAGER (I.P.S.O.A.)
- MARKETING MANAGER (I.P.S.O.A.)
- P.R. MANAGER (I.P.S.O.A.)
- NICHE MARKETING (I.R.I.)
- CONTROLLING (I.P.S.O.A.)
- KID MARKETING (I.R.I.)
- RETHORK UND DIALEKTIK (P.E.F.)
- THE MANAGER CONSULTING (APCO)
- PMI ACADEMY (ASSOSERVIZI – ISTUD)
- SOLUTION MAPPING WITH TONY BUZAN
- MASTER DIGITAL MARKETING AND COMMUNICATION (IFAF)
- ORDINE DEGLI ARCHITETTI AND NIBI: MAKING THE ARCHITECT ABROAD
- NIBI: INTERNATIONAL CONTRACTS

PERSONAL SKILLS

	Mother tongue(s)		Other language(s)		WRITING
	UNDERSTANDING		SPEAKING		
	Listening	Reading	Spoken interaction	Spoken production	
GERMAN	Excellent	Excellent	Excellent	Excellent	Good
ENGLISH	Excellent	Excellent	Excellent	Excellent	Good
FRENCH	Good	Good	Good	Good	Basic
SPANISH	Good	Good	Good	Good	Basic
BAHASA INDONESIA	Basic	Basic	Basic	Basic	Basic

COMMUNICATION SKILLS CREATING SHARED AROUND A PROJECT, MANAGE AND GROW HUMAN RESOURCES, WORKING IN TEAM, TO SOLVE PROBLEMS, SKILLS MAINLY ACQUIRED DURING COMPANY EXPERIENCE

ORGANIZATIONAL AND MANAGEMENT SKILLS PROJECT MANAGEMENT, CLIMATE ANALYSIS, PRIORITY IDENTIFICATION, TIME MANAGEMENT SKILLS ACQUIRED DURING THE PRACTICAL EXPERIENCES.

TECHNICAL SKILLS AND COMPETENCES CONSTANT USE (IN ENVIRONMENT MS DOS, WINDOWS AND MACINTOSH) FOR LOTUS AND MICROSOFT APPLICATIONS (INCLUDING ACCESS, MSPROJECT, EXCEL, PULISHER AND FRONPAGE), IBM S/36 AND AS 400 SYSTEM. FAMILIAR BOTH WITH MICROSOFT AND APPLE ENVIROMENT. WEB SITE PLANNING. BUSINESS PLANNING, MARKETING PLANNING, BPR, PROFESSIONAL WRITING AND WEB WRITING, MARKET RESEARCH, INTERNATIONAL MARKETING AND WEB DESIGN.

PROFESSIONAL SKILLS BUSINESS PLANNING, FINANCIAL ACCOUNTING AND BUSINESS CHECK UP.

ARTISTIC SKILLS PLAYING PIANO, SKILL ACQUIRED AS TEENAGER.

DIGITAL COMPETENCE

SELF-ASSESSMENT				
Information processing	Communica tion	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

COMPUTER SKILLS EXPERT OF THE MOST COMMON USER PRODUCTIVITY SUITE INDIVIDUAL KNOWLEDGE OF THE MAIN ERP AND CRM. DESIGN OF INFORMATION SYSTEMS MARKETING, WEB SITES. SOFTWARE SELECTION. SYSTEMS: IBM S / 36 AND AS400 + PCSUPPORT.

OTHER SKILLS ORIENTATION, COACHING AND MENTORING, ACQUIRED IN THE EXPERIENCES OF ASSISTANCE TO THE CREATION OF ENTERPRISE, BLOGGING.

DRIVING LICENCE(S) CAR (B)

ADDITIONAL INFORMATION

Certification CMC (Certified Management Consultant) Apco Italia

Qualification of TPP (as Technical Advertising Professional)

Membership of professional associations:

- A.I.S.M. (Ass. Italian Marketing Studies);
- T.P.P. (Advertising Technicians);
- CONFINDUSTRIA, Confederation of Italian Industry (Young Entrepreneurs, former vice province of Bolzano);
- APCO (Italian association of management consulting): member CMC;
- Inserted in the Portrait Gallery of Excellent Women-Entrepreneurs, an initiative of the United Nations Economic Commission for Europe.

ANNEXES

[SPECIFIC EXPERIENCES ABROAD](#)
[PUBLICATIONS](#)

In compliance with the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff and I confirm to be informed of my rights in accordance to art. 7 of the above mentioned decree.

DATE 05/01/2018

