



Alice Carli

BUSINESS PROFILE

C-Level Executive with over 20 years of experience in managing global brands for luxury fashion and lifestyle companies.

CAREER SUMMARY

General Manager and Member of Board of Directors of GAIT-TECH Srl

(invented between Palo Alto and Italy, patented at Bugnion and awarded as the most innovative bio-tech fashion disruption by the European Union in 2021)

General Director and Member of Board of Directors for Image Regenerative Clinic

www.istitutoimage.it /Re-Geneus Project

HARVARD B.S.

MBA & Specialization in Strategy, achieved with success, in:
Digital Disruption, Innovation Strategy & Sustainability Business Strategy
April 2021 / February 2022
Professor and Senior Associate Luis M. Viceira

UNIVERSITY OF CAMBRIDGE (Executive Education)

MBA in Digital & Innovation Disruption achieved with a grade of 100%
End of 2020 / May 2021
Professors: Rob Thurner, Shaz Ansari and Kamal Munir

GIANNICO

click on www.giannico.com, IG account Giannico (www.instagram.com/giannico_official)

Company performance: sales growth from €300K to approx. €1M since the acquisition, with 90% of sales in foreign markets and 10% in Italy.

PEUTEREY GROUP

Head of Global Marketing and Business Development for the USA and APAC, Retail and E-Commerce / June 2015 to May 2018

FURLA

Global Strategic Marketing Executive / June 2011 to June 2015

Member of the Board of Directors at the FURLA FOUNDATION FOR CONTEMPORARY ART – i.e. collaborations with Marina Abramovich and Vanessa Beecroft.

FRATELLI ROSSETTI

Marketing & Communication Manager / January 2008 to January 2011

TOD'S

Advertising, BTL, Web Director for Tod's, Hogan, Fay and Roger Vivier / December 2005 to December 2008

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I hereby authorize you to use and process my personal details contained in this document.*

PUBLICIS

Communication Manager Supervisor / December 1999 to November 2005

ACADEMIC EDUCATION

- **IULM University, Milan, Italy**
2003 / Graduated with 1-year Erasmus Program in Paris - attended IULM's old system **in partnership with Bocconi**: economic examinations held at Bocconi and humanistic and linguistics examinations at IULM.
Dissertation: Marketing and Communication.
- **IULM University, Milan, Italy**
2003-2004 / Worked on a team run by Prof. Mauro Ferraresi, Chair of Sociology of Consumption and Fashion at IULM University.

ADDITIONAL ACCOMPLISHMENTS

- **Guest Lecturer at SDA Bocconi School of Management, Marangoni Institute, MIP Milan Polytechnic School of Business, RCS Academy, Sole 24 and IED European Institute of Design** with specific talks on Brand Case History or Company Management.
- **Speaker at Milano Fashion Global Summit 2019** - "NEXT GENERATIONS - New Consumers, Circular economy, Big data: how everything changes".
- **Member of the Board of Advisors of IMAC** – Istituto Marangoni Advisory Committee for Fashion and Design Education.
- Participated to research projects financed by **MIUR (Education Ministry, University and Research)** run by Prof. Giampaolo Fabris and Prof. Vanni Codeluppi from 2001 to 2004.

LANGUAGES

- English: excellent. Passed the TOEFL exam with 270/300.
- French: bilingual proficiency. Passed the DELF, 2eme degree et expression spécialisée en marketing et communication.