

Curriculum Vitae Marzia Del Prete- Synthetic

CORE COMPETENCIES AND CONTRIBUTION

- Results-oriented professional with managerial ability to handle several projects at once, with 5 years experience in leading consulting firms such as Deloitte Consulting and Value Team (NTT DATA Corporation). In addition, 5 years of management experience in a management consulting and training start-up (Abigail Consulting).
- International experience as EU-project manager and leadership skills in integrated project and resource management.
- More than 6 years of worldwide practical experience in strategic and applied marketing in multinational companies such as H3G Italy (CK Hutchison Holdings Limited) and Nike Italy and in the academic world at the University of Salerno (Italy).
- Entrepreneurial mind and knowledge of the specific concerns of large and medium-sized companies.
- Empathy in the relationship with clients and colleagues.
- Spoken languages :
 - Italian (mother tongue);
 - French (fluent);
 - English (fluent);
 - Spanish (Average).

MAIN ACADEMIC STUDIES

Ph.D. in “Economia e Politiche dei Mercati e delle Imprese”, curriculum Marketing Management – Mai 2021

University of Salerno, Department of Economics and Statistics (DISES), Italy

Research internship in the Marketing Department

Laval University, Quebec City, Canada

Methodology School SIMA, Progettare la ricerca, Naples, Italy

Master in “Europrogettazione”, Europa Giovani, Rome, Italy

Course of “Rendicontazione dei Progetti Europei”, Eurocube Innovation Business School, Rome, Italy

Second level University Master's degree in ICT (Information and Communication Technology)

Federico II University, Naples, Italy

Master's degree in Marketing and Communication

Ateneo Impresa, Rome, Italy

4 years of higher education in Economics and Business Management

Luiss Guido Carli University, Rome, Italy

Six-month Erasmus

HEC Montréal, Montréal, Canada

MAIN EXPERIENCES

Contract Professor PCM e GOOP, CAF Europrogettazione, Università La Sapienza di Roma, Faculty of Economics, Latina, Italy, 2015-2021.

"Cultore della materia" (assistant professor) in Marketing Management
University of Salerno

Salerno (Italy) / 2018-now

- Main areas of teaching: Marketing, Economics and Business Management, Service and Retail Management, Project Cycle Management.
- Main areas of research: Artificial Intelligence, Emotional Intelligence, Marketing, Digital Marketing, Consumer Behavior, Mindfulness&Leadership.
- Co-author of articles and book chapters.
- Invited speaker and author in international conferences.

CEO

Abigail Consulting

Rome (Italy) 2012-2017

- Support for companies in the field of management consulting: applied marketing, marketing strategy, leadership training.

Portfolio: TIM/TELECOM Italia, Vitec-Manfrotto Group, Banca Sella Group, Ferrari spa etc.

Senior Consultant

NTT DATA and Deloitte

Milan and Rome (Italy) / 2006-2011

- Mandates include strategic marketing consulting for large companies.
- Support for client companies on how to optimize their management and how to achieve their goals effectively.

Main activities :

- Product management and brand management.
- Definition of the marketing strategy.
- Optimization and digital transformation of CRM (Customer Relationship Management) processes.
- Management of customers and commercial offers.
- Project management.
- Program management.
- Data analysis and presentations' development for the governance.

Portfolio: TIM/TELECOM Italia, Enel, Vodafone, Acea etc.

Client functions: Marketing, Customer Care, Customer Operations, Sales.

Product Manager for the Marketing Business function

H3G Italy (CK Hutchison Holdings Limited)

Milan (Italy) / 2004-2006

- Definition of new products for business;
- Management of supply flows related to product marketing, business process planning and post-sales.
- Development of marketing and communication plans and analysis of product performance.
- 360-degree product management: from the design phase to the actual implementation (supply flow, definition of storyboard and branding), from communication plans (processing of site content, brochures and leaflets, airport and city campaigns, press releases, press conferences) to Customer Care and Sales training, from the definition of product's forms (internal, legal and commercial) to the market.

See detailed professional and academic CV attached.

Rome, Juin 8, 2021 Signature

CURRI CUL UM VI T AE



PERSONAL INFORMATION

Name and Last Name **DEL PRETE MARZIA**

Address 1

Cell.

Fax

E-mail

Italian Nationality

PROFESSIONAL EXPERIENCE

Date **February 2015 - Now**
Company Sapienza Università di Roma
Sector Management Department

Duties and Activities Contract Professor PCM and GOPP

Date **January 2013 -2015**
Company Camera di Commercio di Latina
Sector Entrepreneurship development

Duties and Activities Head of the female entrepreneurship counter

Date **February 2012 to November 2017**
Company Abigail srl,
Sector Management Consulting

Duties and Activities Managing Director
Support for big company in the field of applied marketing, marketing strategy, management leadership training.

Portfolio: TIM/TELECOM Italia, Vitec-Manfrotto Group, Banca Sella Group, Ferrari spa etc.

April 2008- December 2011
Date
Company Deloitte Consulting srl - Deloitte&Touche Spa - Rome
Sector Management Consulting
Senior Consultant (manager position)
Duties and Activities Support for companies to know how to optimize their management and how to achieve their objectives efficiently.
-Product management/brand management.
-Project management.
-Program management.
-Definition of marketing strategy.
-Data analysis and development of presentations.
Functions: Marketing, Customer Care, Customer Operation, Sales, Training for large corporate clients in the telecommunications, energy and banking sectors.

November 2006 - April 2008 :
Date
Company Value Partners spa/Value Team- Milan
Sector Management Consulting
Duties and Activities Consultant
Main activities :
- definition and implementation of the digital marketing strategy;
- management of applied marketing;
- operative improvement of customer care processes;
- data analysis and elaboration of presentations.
Functions : Marketing, Customer Care, Sales for large corporate clients in the telecommunications, energy and banking sectors.

December 2004 - November 2006:
H3G spa - Milan
Telecommunications
Marketing- Products for companies
Product manager
Main activities :
- Analysis and product management.
- Definition of new products (brand management and strategic positioning).
- Definition of procurement for marketing.
- Planning of sales processes.
- Training of salespeople.
- Marketing and communication plans and product performance testing.

January 2001- June 2001 :

Nike Italy- Bologna

Marketing

Internship

Collaboration for the elaboration of a marketing and communication plan for the "Nike Woman" brand.

September 1998- March 1999:

Procter & Gamble – Montréal, Canada

Marketing

Assistant Brand Manager

Internship program

In collaboration with the H.E.C University of Montréal (Canada), elaboration of a marketing and communication plan for the brand CHEER

**EDUCATION AND
TRAINING**

September-November 2019: Research internship at the Marketing Department of Laval University, Quebec, Canada.

November 2017- 2020 : PhD in “Economia e Politiche dei Mercati e delle Imprese”, curriculum Marketing Management at the Department of Economics and Statistics-DISES of the University of Salerno, Italy (www.unisa.it)

January 2004 - November 2004: Second level University Master in ICT (Information Technology for Business Communication) at T-Systems spa (Group Deutsche Telekom) and IPE ("Istituto per le attività educative") in collaboration with CINI ("Consorzio Interuniversitario Nazionale per l'Informatica"), the Department of Informatics (Federico II University of Naples), the Department of Economics and Business Management (Second University of Naples) and Miur (Ministry of University and Research) .

July 2003: BAC+4 in Economics and Business Management at LUISS Guido Carli in Rome, Italy.

January 2001- June 2001 : Master's degree in Marketing and Communication

at Ateneo Impresa Spa, Rome, Italy.

August 1998 - March 1999: Erasmus project at HEC (École des Hautes Études Commerciales) for 6 months, Montreal, Canada

<http://www.linkedin.com/pub/marzia-del-prete/36/799/268>

July 1996: Bachelor of Science at A.Gatto Scientific High School, Agropoli, Salerno, Italy

Other Training

January 2013: Experiential Mindfulness Teacher Training at the CISM "Centro Italiano Studi Mindfulness" in collaboration with Umass (University of Massachusetts Medical School) in Boston.

March 2012: Seminar "Work Life-Balance" Luigi Bocconi University Milan and CROMA (Center for Research in Organization and Management)

June 2011 Public Speaking at the Luiss Guido Carli in Rome

July 2007: Web 2.0" managerial training workshop at CFMT Roma

July 2006: Advanced Excel Course, at Microsys Milan

PERSONAL ABILITIES AND SKILLS

I am a determined and motivated person. I have innate leadership and a deep curiosity. I am hungry for knowledge and I never stop enriching my resume with new skills. Humility, pragmatism and creativity are key aspects of my personality. I am empathetic with others and my relationships are effective because they develop from listening.

LANGUAGE SKILLS

MOTHER TONGUE

ITALIAN

OTHER LANGUAGES

FRENCH

ENGLISH

SPANISH

| Understanding | | | | Talk | | | | Write | |
|---------------|------------------|------|------------------|-------------------------------|------------------|----------------------------|------------------|-------|------------------|
| Listen | | Read | | Taking part in a conversation | | Continuous oral expression | | | |
| C2 | Experienced user | C2 | Experienced user | C2 | Experienced user | C2 | Experienced user | C2 | Experienced user |
| C1 | Experienced user | C1 | Experienced user | C1 | Independent user | C1 | Independent user | C1 | Experienced user |
| B1 | Good knowledge | B1 | Good knowledge | B1 | Good knowledge | B1 | Good knowledge | B1 | Good knowledge |

English: 4-year BUSINESS ENGLISH course at LUISS Guido Carli in Rome. Voting 30/30 and elaboration of a dissertation entitled: "Strategies To Outpace the Competition".

French: Voting: 30/30 cum laude. Elaboration of a dissertation entitled: "Strategic Alliances".

Interpersonal skills and competencies

My interpersonal skills are very good. The years of working in multinational contexts and the sincere confrontation with my clients and colleagues have strengthened my relationship skills. I always try to build empathetic relationships by listening to others.

Abilities and management skills and organization

My creativity and commercial and relational skills have allowed me to develop networks of clients and markets thanks to a rigorous organization and a will to steel, for all the companies I have worked for. I have very strong managerial

skills.

Abilities and technical skills

PROFESSIONAL PRACTICE WINDOWS, MAC OS, MS-DOS, LINUX

GOOD KNOWLEDGE OF HTML, PHP, JOOMLA LANGUAGES
PROFESSIONAL PRACTICE: OFFICE (WORD, EXCEL, POWER POINT, ACCESS), MICROSOFT PROJECT, VISIO. INTERNET, OUTLOOK, AND MAIL. FOR DATA ANALYSIS GOOD KNOWLEDGE OF "R

Abilities and artistic skills.

I PLAY THE PIANO. I LOVE ART IN ALL ITS MANIFESTATIONS.

Other abilities and skills.

I like reading and I accept change. I love traveling and exchanging with others.

DRIVER LICENSE

yes, B

I authorize to the treatment of my personal data according to the law 675/96, to the exclusive use of personnel selection.

Dr. Marzia Del Prete

PhD

in Marketing Management

University of Salerno, Department of Economics and Statistics (DISES), Via Giovanni Paolo II,
132

- 84084 Fisciano, Salerno, Italy.

Function:

Mai 2021: PhD in “Economia e Politiche dei Mercati e delle Imprese”, curriculum Marketing Management, at the University of Salerno, Department of Economics and Statistics (DISES), Via Giovanni Paolo II, 132, 84084 Fisciano, Salerno, Italy.

May 2015 to present: Contract Professor of PCM (Project Cycle Management) for Sapienza University of Rome, Faculty of Economics of Rome and Latina, (Italy).

Feb. 2019: Contract Professor of PCM (Project Cycle Management), DISES Department, University of Salerno, Salerno, Italy.

University training

September-November 2019. Research internship at Laval University, Marketing Department, Quebec, Canada.

Dec. 2017-2021 : PhD in Marketing Management, PhD thesis : *Emotional Artificial Intelligence : Detecting and Managing Customer Emotions in Automated Customer Service*, Department of Economics and Statistics- DISES, University of Salerno, Salerno, Italy

May 2018 : School of Research Methodology, SIMA (Società Italiana di Management), Naples, Italy.

January 2004 - November 2004: Second level University Master in ICT (Information Technology for Business Communication) at T-Systems spa (Group Deutsche Telekom) and IPE ("Istituto per le attività educative") in collaboration with CINI ("Consorzio Interuniversitario Nazionale per l'Informatica"), the Department of Informatics (Federico II University of Naples), the Department of Economics and Business Management (Second University of Naples) and Miur (Ministry of University and Research), Naples, Italy

July 2003: BAC+4 in Economics and Business Management at LUISS Guido Carli in Rome, Italy.

July 2003: BAC+4 in Economics and Business Management at LUISS Guido Carli in Rome, Italy.

January 2001- June 2001: Master's degree in Marketing and Communication at Ateneo Impresa Spa, Rome, Italy.

Certificates of Competence

2018-2020: appointed expert ("cultore della materia") at the DIFARMA Department of the University of Salerno in :

- Economics and Business Management
- Service and Retail management
- Pharmacy Management
- Bioeconomy
- Marketing laboratory for herbalist companies
- Marketing for the green economy

Articles Published in Refereed Journals and Book Chapters

Lajante, M. and Del Prete, M. (2020), "Technology-infused Organizational Frontlines: When (Not) to Use Chatbots in Retailing to Promote Customer Engagement", Pantano, E. (Ed.) Retail Futures, Emerald Publishing Limited, pp. 71-84. <https://doi.org/10.1108/978-1-83867-663-620201011>

Cosimato S., Faggini M., Del Prete M. (2020). The co-creation of value for pursuing a sustainable happiness: The analysis of an Italian prison community . Socio-Economic Planning Sciences. ISSN 0038-0121, <https://doi.org/10.1016/j.seps.2020.100838>.

Cosimato S., Faggini M., Del Prete M. (2019). How to pursue a sustainable happiness in prison communities: an Italian case study. *Journal Sustainable Development*. 27. 945-954 <https://doi.org/10.1002/sd.1983>

Saviano M., Cosimato S., Cucari N., Del Prete M. (2019). The Italian way towards environmental, social and governance (ESG) disclosure: Insights from a sample of listed companies, *New Challenges in Corporate Governance: Theory and Practice*, 220-235. https://doi.org/10.22495/ncpr_37

Published conference proceedings

Saviano M., Caputo F., Del Prete M., Panico L. (2019). Sustainability and Business Strategy: an investigation Model. In: *14th International Scientific & Business Conference SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2019: SOCIAL RESPONSIBILITY: DEVELOPMENT, APPLICATIONS AND IMPACT MEASUREMENT* - Maribor, Slove nie P.44 ISBN 978-961-94514-4-1

Saviano M., Caputo F., Del Prete M. (2018). Mindful Leadership for Sustainability: A Theoretical and Conceptual Path. In: *21th Excellence in Services EISIC Conference Paris EISIC - LeCnam Parigi EISIC – LeCnam, France, Pag.635-648 ISBN:97888*

Faggini M., Cosimato S., Del Prete M. (2018). The Last Challenge of Sustainable Development: Sustainable Happiness. In: *21th Excellence in Services EISIC Conference Paris EISIC – Le Cnam Paris EISIC – LeCnam, France, pp.1-18 ISBN:9788890432781*

Faggini M., Cosimato S., Del Prete M. (2018). Dal benessere alla felicità: l'ultima sfida dello sviluppo sostenibile. In: *Evoluzionismo Sistemico: il fascino della precarietà – Université de Rome Tor Vergata, Italie, Pag.143-149 ISBN:9788825516647*

Participation in congresses as a speaker

Saviano M., Caputo F., Del Prete M., (2019). Sustainability and Business Strategy: an investigation Model. *14th International Scientific & Business Conference SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2019: SOCIAL RESPONSIBILITY: DEVELOPMENT, APPLICATIONS AND IMPACT MEASUREMENT - Maribor, Slovénie.*

Saviano M., Caputo F., Del Prete M. (2018). Mindful Leadership for Sustainability: A Theoretical and Conceptual Path. *21st Excellence in Services International Conference Paris EISIC -Le CNAM Paris, France.*

Participation in Congresses as an author

Faggini M., Cosimato S., Del Prete M. (2018). The Last Challenge of Sustainable Development: Sustainable Happiness. *21st Excellence in Services International Conference Paris EISIC -Le CNAM, Paris, France.*

Faggini M., Cosimato S., Del Prete M. (2018). Dal benessere alla felicità: l'ultima sfida dello sviluppo sostenibile. *Evoluzionismo Sistemico: il fascino della precarietà.* University of Studies of Tor Vergata Rome, Italy.

Participation in Workshops as speaker

"Keep calm and chatbot on", Lecturer for the Artificial Intelligence and Emotions Workshop, Laval University, Quebec Canada (November 2019).

Roma TRE University, Faculty of Education and Training Science - Workshop on Experiential Leadership - June 2016, June 2017, June 2018

Professional events and training experiences for public and private companies

2019 : Mindfulness training for the managers of "Omnia Cooperativa", Rome, Italy.

2018 : International Assessment on sales leadership skills, Ferrari AWARDS 2018. Ferrari spa, Maranello, Italy.

2017 : International Assessment on sales leadership skills, Ferrari AWARDS 2017, Ferrari spa, Maranello, Italy.

2017 : Leadership training for the governance of TIM (Telecom Italia Mobile). TIM spa, Rome, Italy.

2017 : Leadership training for the HR of the Vitec Group -Manfrotto. Vitec Manfrotto spa, Vicenza, Italy.

2017 : Leadership training for managers of subsidiaries of the banking group Banca Sella, Banca Sella spa, Biella, Italy.

Projects managed as Project Manager

2018 : Sassi nel cuore. Financed by the Lazio Region for the Local Health Company of Frosinone, Italy, Managed financing 20,000 euros.

2018 : *Man Who Change*. Financed by the Lazio Region, for the Ministry of Justice, Latina, Italy. Managed funding 20,000 euros.

Supervision of second and third cycle trials

2019- Liliana Graniero, Laura Panico.

International experiences

1998 : Erasmus project at HEC (École des Hautes Études Commerciales) in Montreal, Canada.

Member of Scientific Event Organization Committees

2019 : Member of the organizing committee of the PharmAgri- Link Day, DIFARMA Department, University of Salerno, Salerno, Italy.

2018 et 2019 : Member of the Examination Commission of the University Chair of Professor Marialuisa Saviano, DIFARMA Department, University of Salerno, Salerno, Italy.

Evaluation activities

Scientific journal: Journal of Service Management

Scientific journal: European Journal of Educational Research

Scientific journal : Fudan Journal of the Humanities and Social Sciences

Participation in the activities of the Department of Economics and Statistics

2019 : Project ASL (Alternating school-work) with the students of the high schools of Salerno.
University of Salerno, Salerno, Italy.

Rome, **2021-06-08** Signature