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PROFESSIONAL EXPERIENCE

- July 2010 – Present: **TRYDOO.COM**, Milan, Italy - *Managing Director*
- July 2016- May 2018 – **CITY OF ROME**, Rome, Italy - **TOURISM AND COMMERCE COMMISSIONER**
- May 2008 – present: **SUNRISE TRAVEL SRL**, Milan, Italy - *Partner*
 - Consulting for Leading Travel Companies like Expedia, Orbitz, Opodo, and Private Equity firms
 - Management of ViaggiVip.com
- September 2001 – May 2008: **EXPEDIA INC.**, Milan, Italy - *Country Manager Expedia Italy*
 - Launch and management of Expedia.it, Expedia.com's Italian business (Nasdaq: EXPE)
 - Brought Expedia.it to N° 1 position in online travel agency market and N° 1 in online hotel bookings in Italy
 - Brought Expedia.it to profitability faster than any site in Expedia history
 - Expedia.it annual growth rate 2007/2006: 70% - Sector growth rate 2007/2006: 27%
- January 2000 – September 2001: **ALLAFOLLIA.COM SRL**, Milan, Italy - *Amministratore Unico*
 - Launch and Management of Italian site of alafolie.com S.A., network of bridal planning sites
 - N° 1 in Italy after six months of operation in market previously dominated by Condè Nast
- 1999: **SP METAL BIEL S.L.**, Zaragoza, Spain - *Consejero Delegado*
 - Director of Spanish subsidiary of SP Metal S.A., plastics manufacturer
 - Employees: 150
 - Annual Turnover: € 25 million
 - 250% Increase in net profit during my tenure
- 1997: **REPLAY SPA**, Florence, Italy – *Amministratore Unico*
- 1991 – 1997: **SP METAL FRANCE S.A.**, Paris, France - *Purchasing Director/Export Manager*
- 1990 – 1991: **CACI, INC., COMMERCIAL**, Washington, D.C. - *Paralegal to Attorney Fischer US Department of Justice*

ACADEMIC EXPERIENCE

- 1998: **MASTER OF BUSINESS ADMINISTRATION – INSEAD, FONTAINEBLEAU, FRANCE**
- 1986 – 1990: B.A. International Affairs - **GEORGE WASHINGTON UNIVERSITY, WASHINGTON, D.C.**

LANGUAGES

- Italian, English: Bilingual
- French, Spanish: fluent

HOBBIES

- Sports – Basketball, skiing, swimming
- Travel
- Reading