

**RM**

# ROBERTO MARTINI

TOURISM SPECIALIST &  
ADVISOR

## CONTACT.

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+39 3383413975

**Email**

robertomartini.it@gmail.com

**Web**[www.robortomartini.it](http://www.robortomartini.it)**Address**

Via Martinetti 14 - Milano



## EDUCATION.

**Master in Sustainable Tourism**

2003

ISCOT - Regione Liguria

**Degree - Economics of Tourism**

1999 - 2002

Faculty of Economy

Univ. degli Studi Milano - Bicocca

**International Univ. Exchange**

2000

Universidade Lusiada - Lisboa

## FREELANCE.

P.IVA: 07280270963  
Codice Univoco: W7YVJK9

## PROFILE INFO.

49 years old. More than twenty years of professional experience for corporates and public administrations with a particular focus on the tourism industry, DESTINATION MARKETING, TOURISM COMMUNICATION, MICE, INCENTIVE travel, EVENTS, STRATEGY & Project management, NEW BUSINESS development, and INNOVATION THINKING.

### My Languages

English



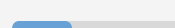
Spanish



Portuguese



French



## MY SKILLS.

Excellent analytical skills with passion for capitalization of new business opportunities and a strong interest in tourism destination marketing, strategic planning, business development, MICE, Events, Convention, Road Show and digital innovation process.

Extensive experience in the management of strategic projects for private and public tourism organization both in Italy and abroad.

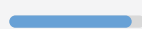
Destination Mtkg



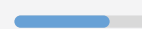
Tour Operating



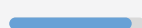
Event Mgmt



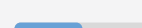
Comunication



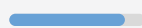
Incentive Travel



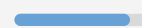
Account Mgmt



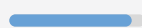
Budget Mgmt



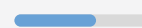
Strategy Mgmt



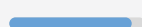
Data Analysis



Business Plan



New Business



Training



## REFERENCE.

Professional references available upon request.



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ROBERTO  
MARTINI

## WORK EXPERIENCE.

**2018 - present**

### STUDY TOURS INTERNATIONAL

EDUCATIONAL TRAVEL - MILANO

#### **STRATEGY & PRODUCT MANAGER**

- Responsible for business strategies with a particular focus on Data Analysis and Revenue Management (Cost/Profit per Lead)
- Finalization and development of the 2018 - 2021 MarCom Plan.
- Company reorganization and optimization of internal procedures
- Benchmark Analysis
- Development of new distribution channels
- Responsible for BtoB and BtoC Events
- Product Manager for the following Business Units: Study Academy in Italy (7 villages) | High School Program | Double Diploma online USA-Italia

**2010 - present**

### DARWIN-WIN LAB

DESTINATION MANAGEMENT - TRENTO

#### **SENIOR PRODUCT & PROJECT MANAGER**

- In collaboration with the founder, responsible for development, growth and manage of tourism ecosystem projects.

**2012 - 2018**

### MIL - Marketing Incentive Leisure

MICE - MILANO

#### **ACCOUNT & STRATEGY BUSINESS DEVELOPMENT**

- Management of a new Sales Division (Sales & Account) focus on MICE Incoming in Italy
- Market analysis for new sales strategy and development of new market opportunities
- Defining presentation strategies for innovative ways to communicate corporate presentations and projects
- Responsible for MICE's new business strategies opening new offices & sales weeks in Brazil (Sao Paulo), Turkey (Istanbul), Canada (Vancouver), Poland (Warsaw), and London
- Event Account Manager for national and international global corporate clients in Italy and worldwide

**2010 - 2012**

### MERCURIO GP

CORPORATE COMMUNICATION - MILANO

#### **ACCOUNT & NEW BUSINESS DEVELOPMENT**

- Planning and coordination of Business Development activities in the field of corporate communication, marketing, and communication
- Management of customer relations and definition of new business development strategies



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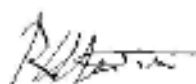


## MAIN RESULTS ACHIEVED

I have successfully planned, coordinated and managed all the projects and consulting activities assigned.

I have always maximized an innovative approach towards the development of soft skills, innovation thinking (both product and strategic) and efficient management of relationships with customers and suppliers.

You authorize the processing of personal data in accordance to the General Data Protection Regulation, UE n. 2016/679



## WORK EXPERIENCE.

**2004 - 2009**

### PROVINCE OF GENOA

ASSESSORATO AL TURISMO - GENOVA

#### TOURISM MANAGER

- Specialist Consultant "Area V - Tourism" for the development of the local tourism and marketing strategies
- Swot analysis for tourism positioning and development of strategies communication for the entire destination
- Analysis of the tourism potential working on new tourism products such as Trekking, Sea&Diving, Biking and innovative hospitality concepts
- From 2005 to 2009 Go-to-Market of two "Sistemi Turistici Locali" consortium companies were established in order to integrate and enrich the offer of tourist products.

**2007 - 2009**

### BIZORFUN

TOUR OPERATOR INCOMING - GENOA

#### MARKETING & SALES MANAGER

- Reporting directly to the CEO, responsible for the entire tour operator start-up phase. Coordination, development and implementation of marketing strategies and the realization of the catalogs presented by the T.O..

**2004 - 2007**

### FACULTY OF ECONOMICS OF TOURISM

UNIVERSITY MILANO - BICOCCA

#### CONTRACT TEACHER

- Planning and development of teaching support activities in Tourism Economics degree
- Contract Professor in the field of Destination Management

**2002 - 2003**

### FESTIVAL CRUISES

MEDITERRANEAN SEA/ ONBOARD

#### INTERNET & PORT SHOPPING MANAGER

- Responsible for the management of an onboard "Internet Café" for passengers and crew
- Onboard revenue manager for goods promotional activities and closing sales contracts with the main European big store

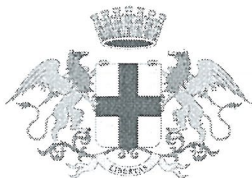
**2001**

### ITALIAN TRADE COMMISSION

GOVERNMENT AGENCY - JOHANNESBURG (SOUTH AFRICA)

#### TOURISM CONSULTANT

- Analysis and Report on the potential of the South African tourism sector identifying possible opportunities for Italian companies and investors in the local market.



Provincia di Genova

Direzione AFFARI GENERALI, POLIZIA PROVINCIALE,  
TURISMO, SPORT E CULTURA

Servizio promozione turistica e sportiva, cultura

To whom it may concern

Genoa, 14 June 2011

As Managing of the Tourism Department at the Amministrazione Provinciale di Genova, I'm glad to give my recommendation for Roberto Martini. I hired Roberto in 2004 as external collaborator and he immediately became an integral member of our staff. He worked for our Department till December 2009.

Roberto has a good and flexible attitude that embraces any challenge and encourages collaboration. He has also demonstrated the ability to work independently with great creativity and enthusiasm in all the tourism projects. He excelled in several areas with good interpersonal skills.

Working as part of a team, Roberto supported me to deliver our Local Tourism Vision and Action Plan implementing the key projects that improved the quality of our visitor experience. Thanks to his economics degree studies and his extensive academic knowledge of the tourism industry he has been able to integrate himself in the tourism department structure co-managing key stakeholder relationships for our organisation to the local tourism industry.

Roberto worked very hard obtaining important skills in terms of national and international tourism planning, product development, tourism linkages and research data analysis, proposal writing and presentations delivery, travel agent and tour operating management in both private and public tourism sectors.

As detailed above, based on my experience, I can recommend Roberto Martini to you for the continuation of his career.

If you would like further information, feel free to contact me and I will be pleased to provide you with the needed information.

Sincerely,



Marco Fezzardi

Director of Tourism Department  
Amministrazione Provinciale di Genova (Italy)

Email: [fezzardi@provincia.genova.it](mailto:fezzardi@provincia.genova.it)

Phone: +39 010 5499619



FACOLTÀ DI ECONOMIA

To whom it may concern

Milan, 30-09-2011

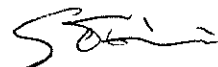
As Co-ordinator of the Master's Degree in Economics for Tourism at the Faculty of Economics, I am pleased to provide this letter at the request of Roberto Martini, who has asked me to give a reference on his behalf.

I have known Roberto since 2004, when he started his collaboration in the Course of Economics for Tourism at this University.

Roberto is a capable, hard-working and determined person, good at planning and organizing himself and those working with him in order to reach his targets. He is fully capable of working effectively alone or blending into a group.

Thanks to his studies and his professional experience in the tourism industry – especially marketing and destination tourism management – Roberto has successfully led several activities and facilitated the relationships among the teaching members.

Based on my experience, I wish to recommend Roberto so he can continue his career properly.

Yours faithfully, 

Giovanni Tonini  
Full Professor of Social Statistics  
Coordinator of the Master's Degree in Economics for Tourism

Faculty of Economy  
University of Milan–Bicocca  
Email: [giovanni.tonini@unimib.it](mailto:giovanni.tonini@unimib.it)  
Phone: +39 02 6448 3132