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ROBERTO MARTINI

TOURISM SPECIALIST & ADVISOR

CONTACT.

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Address 
Via Martinetti 14 - Milano | Italy

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

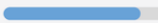
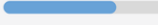
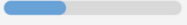
FREELANCE.

P.IVA: 07280270963
Codice Univoco: W7YVJK9

PROFILE INFO.

49 years old, born in Genoa and now living in Milan.
Over 25 years of professional experience working for multinational companies and government agencies, with a particular focus on the tourism and hospitality industry, marketing and integrated communications, strategy and project management, product and destination marketing, new business development, BTL communications, and innovation marketing.

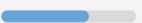
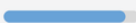
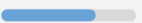
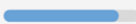
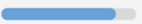
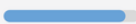
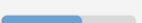
MY LANGUAGES.

English Spanish Portuguese French 

MY SKILLS.

Excellent analytical skills with a particular focus on capitalizing on new business opportunities and a strong interest in destination marketing, communications, strategic planning, business development, and product and process innovation in the tourism and hospitality industries.

Extensive experience managing participatory projects in the tourism sector, in both the private and public sectors, 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.

2026 - to present

THE NEXT CLUB

FINTECH PRIVATE CLUB - MILANO

STRATEGIC ADVISOR | CLUB & LOCATION MANAGEMENT

- Strategic consulting for starting and development of the first Fintech Private Club, based in Milan

2026 - to present

DISTRETTO TURISTICO DEI SIBILLINI 4.0

DESTINATION MANAGEMENT - MARCHE

DIRETTORE ESECUTIVO CONTRATTI

- Executive admin role to validate all destination management activities, marketing, and the integrated promotion of the Sibillini region and its tourism destination activities.

2025 - to present

TRAVEL AGENCY - MILAN

TECHNICAL DIRECTOR OF A TRAVEL AND TOURISM AGENCY

- Responsibility for the agency's technical management and oversight of the organization and marketing of tourism services.
- Registration in the National Register of Technical Directors of Travel and Tourism Agencies.

2018 - 2025

STUDY TOURS INTERNATIONAL srl

EDUCATIONAL TRAVEL - MILANO

STRATEGY & PRODUCT MANAGER

- Definition and management of corporate strategy with a focus on profitability by business line
- Data analysis and revenue management: monitoring cost/profit by channel and by product,
- Planning and steering the 2018-2025 Marketing & Communications Plan, ensuring alignment between brands, campaigns, digital funnels, and sales targets
- Development, positioning, and pricing of product lines
- Design and launch of the new website and API integrations with the entire digital ecosystem (WordPress + CRM + EDnext)
- Management and coordination of B2B and B2C events
- Introduction and integration of AI tools to support customer support and pre-sales



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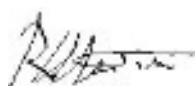


MAIN RESULTS ACHIEVED

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.

2012 - 2018

MIL - MARKETING INCENTIVE LEASURE

MICE - MILANO

ACCOUNT & STRATEGY BUSINESS DEVELOPMENT

- Management of a new Sales Division (Sales & Accounts) in the Italian MICE Incoming sector
- Market analysis with analytical support to identify key sales initiatives and develop market opportunities
- Defining strategies and methods for presenting the company and its projects
- Point of contact for entering new markets with overseas offices and organizing sales weeks in Brazil (São Paulo), Turkey (Istanbul), Canada (Vancouver), Poland (Warsaw), and London
- Event Account Management for national and international projects

2010 - 2012

MERCURIO GP

COMMUNICATION AGENCY - MILANO

ACCOUNT & NEW BUSINESS DEVELOPMENT

- Planning and coordinating business development activities in the areas of corporate communications, marketing, and communications
- Managing client relationships and defining business development strategies

2004 - 2009

PROVINCIA DI GENOVA

P.A. ASSESSORATO AL TURISMO - GENOVA

DESTINATION TOURISM SPECIALIST

- External Consultant to the Tourism Department (Division V) for Tourism and Territorial Development in the Province of Genoa
- Action and Development of several tourism promotion and territorial marketing initiatives
- Analyzed, designed, and coordinated the 2002-2013 tourism guidelines for the Department of Tourism.
- From 2005 to 2009, referent of the start-up phase of the two Local Tourism Systems, consortium-based organizations established to integrate and enrich the range of tourism

2001 - 2009

PREVIOUS EXPERIENCES

TOUR OPERATOR - UNIVERSITY - CRUISE INDUSTRY

Tour Operator Genova (2004-2009) - Marketing Specialist

Universita' Milano-Bicocca (2004-2007) - Adjunct Professor

Festival Cruises (2002-2003) - Onboard Manager

ICE Johannesburg South Africa (2001) - Strategic Advisor