

VALERIA DE FIORE

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Professor of *Perfumes* – MBA Design, Fashion & Luxury Goods
Bologna Business School University of Bologna

OTHER ACADEMIC POSITIONS

2009 – 2011 Professor & Coordinator of *Start-up Management and Marketing & Branding for Luxury Goods*
Master in Luxury Marketing Management
IED – Accademia del Lusso Management School

OTHER POSITIONS

since 2012 General Manager Italy
La Prairie Group

2010-2012 Independent Business Management Consultant (Project Director – The Art of Beauty)
La Prairie Group

2003-2009 Country Managing Director - Italy
Bulgari Parfums & Cosmetics

2007-2009 Project Director of New Skin Business
Bulgari Parfums & Cosmetics

2001-2003 Sales & Marketing Director
Bulgari Parfums & Cosmetics

1994-2001 Group Brand Manager
Bulgari Parfums & Cosmetics

EDUCATION

2001 Master in Leadership Strategy
24 Ore Management School, Milan

2000 Master in Sales Management
24 Ore Management School, Milan

1992 Master in Communication & Media Studies
University of Westminster, London

1990 Master in Marketing
Bocconi University, Milan

1990 Degree in Political Sciences
La Sapienza University, Rome