

ALBERTO FRATICELLI
alberto.fraticelli@gmail.com

Professor of *Brand Communication and Reputation Management* – MBA Food and Wine
Bologna Business School University of Bologna

OTHER ACADEMIC POSITIONS

Marketing and Communication Lecturer to Postgraduates
Ca' Foscari, University of Venice

Master in Marketing Digital Communication Sales Management
Publitalia, Milan

OTHER POSITIONS

Since 2008 Marketing & Communication Worldwide Director
Lotto Sport Italia

2003 - 2008 Head of Global Brand Management
Ferrari Spa

1998 - 2003 Account supervisor, following above and below the line marketing and communications for many clients and brands such as: Procter & Gamble/Fater, Caviro/Tavernello, Guaber, Vape, Cristallo, Istituto Erboristico L'Angelica, ACRAF Angelini, Campari/Crodino, Berloni.
Armando Testa

1998 - 2000 site co-founder (telecommunications market consultancy).
Tariffe.it

1995-97 Semi-senior in the financial auditing division in the following sectors: fashion (Max Mara), automotive (Lamborghini, Demm e Metalcastello), automatic packaging machines (GD, Ima, Sasib), electronic technologies (Silectron Chloride Group, Nissei Arcotronics), corrugated cardboard packaging (Laveggia Group).
Arthur Andersen

1991-95 Television presenter and technician at the local television station
"Appennino TV", Porretta Terme (BO)

1987-94 Semi-professional photographer for local public and sporting events

EDUCATION

1997-98 Master in Communication and Marketing
"Publitalia'80"

1995 Degree in Economics and Commerce
University of Bologna (Mark: 110/110)
1990 School Diploma, A. Righi Scientific High School, Porretta Terme (BO) (Mark: 60/60).

1987 Lower-middle course diploma in Piano, diploma of "Theory and Solfeggio", Course of Electronic Music
Conservatory of Music of Bologna