

PERSONAL INFORMATION

Silvia Procacci



✉ silvia.procacci77@gmail.com

Sex Female | Date of birth 06/05/1977 | Nationality Italian

WORK EXPERIENCE

January 2018–today

Strategy Manager for Stellantis (Ex FCA & Ex Psa)

STARCOM ITALIA S.p.A. Torino (TO) – Italy. www.starcomwww.com

- Target audience analysis, new business development, strategic process, researches, statistics applied to the strategy, media analysis and consultancy, internal trainer, Client presentations.

May 2008 –30/12/2018

Marketing Manager in Motorcycles and Outboard divisions

SUZUKI ITALIA S.p.A. Robassomero (TO) – Italy. (www.suzuki.it)

- Marketing Manager in Motorcycle and marine business, in direct relation with the Japanese Vice President;
- Coordination of the marketing office with responsibility of marketing and sales promotion budget: advertising, media plan, new products launch, events to final customers, dealer network, other Suzuki subsidiaries for international press presentations, Moto Gp, Superbike, booth organisation, new products surveys, sponsorships, website, merchandising, Corporate identity projects, sport activity management, market data analysis, geomarketing, dealer network training and development, CRM projects, relations with Category Association (ANCMA) and with FMI (Federazione Motociclistica Italiana) exc...
- Moreover I am taking care directly of the racing teams of Suzuki participating to the Italian Speed Championship, their sponsorships, the coordination of their image in paddocks, relations with journalists and with the Motorcycle Italian Federation (FMI).

Business or sector Automotive

March 2006 to May 2008

Marketing Responsible in Motorcycles, Cars, Outboard divisions (Corporate Office)

SUZUKI ITALIA S.p.A. Robassomero (TO) – Italy. (www.suzuki.it)

- Direct relation with the Japanese President and Vice President and the Car general Manager and Outboard general manager. Responsibility and coordination of 6 people for all the marketing activities to manage the marketing and sales promotion budget: advertising, media plan, new products launch, events to final customers, dealer network, other Suzuki subsidiaries for international press presentations, Moto Gp, Superbike, booth organisation, new products surveys, sponsorships, website, merchandising, Corporate identity projects, sport activity management, market data analysis. This new “Corporate Office” has been thought to look for synergies and work based on type of activities rather than on sectors in order to optimise the efforts and take advantage of the expertise of each employee.

Business or sector Automotive

January 2004 to March 2006

Marketing Responsible in Motorcycles division

SUZUKI ITALIA S.p.A. Robassomero (TO) – Italy. (www.suzuki.it)

- Direct relation with the Japanese President and the Italian General Manager. Responsibility and coordination of 3 people for all the marketing activities to manage the marketing and sales promotion budget: advertising, media plan, new products launch, events to final customers, dealer network, other Suzuki subsidiaries, booth organisation, new products surveys, sponsorships, website, merchandising, Corporate identity projects, sport activity management, market data analysis, co-marketing operations.

Business or sector Automotive

May 2001 to December 2003

Marketing Employee in Motorcycles division

SUZUKI ITALIA S.p.A. Robassomero (TO) – Italy. (www.suzuki.it)

- Market data analysis, area managers reports, co-marketing operation, pop materials, merchandising, sales guide, booth organisations.

Business or sector Automotive

March 2001 to May 2001

Stageur in sales Administration

VALEO RICAMBI S.p.A. Santena (TO) – Italy.

- Reports, queries, geomarketing project.

Business or sector Automotive

EDUCATION AND TRAINING

1996- 2001

Degree in Business School with 110/110.

Business School, University of Turin (Italy)

- Marketing

1999- 2000

Diploma in “Social Science” with “Merit” .

Business School, University of Kent in Canterbury (UK)

“Erasmus project” for 10 months; all 5 exams succeeded in the end of the year

1996

Diploma in Scientific High School with 55/60.

Liceo Scientifico Statale Alessandro Volta, Turin (Italy)

ADDITIONAL INFORMATION

- The Marketing Plan” published on “Strategic marketing and branding” Case studies, published by Giappichelli Publisher, Torino 2012.
- Since 2008 yearly conferences in Strategic Marketing and Branding Courses at the Business School of Turin University.
- Since 2010 lecturer at the Marketing and Communication Master, for the Automotive Retail and Trade Marketing module at the Business School of Turin University.

Publications
Conferences
Seminars

- “Il Caso Suzuki. Il Piano di Marketing” di Silvia Procacci, pubblicato da G. Giappichelli Editore, all’interno del libro “Marketing Strategico e Branding. Case studies” a cura di Anna Claudia Pellicelli. Anno 2012.
- “L’impatto di diverse location sulla percezione dello stesso prodotto” – Un’applicazione in un caso Automotive. Vincitore di “The best presentation Award” al Congresso “Waset – World Academy of Science, Engineering and Technology”, 17 agosto 2017, Barcellona.
- “The meeting between salesman and customer in luxury goods: a new view”. Journal of Marketing Trends. January 2018 – Volume 4 – Number 2. Digital Issue – Marketing of luxury Industries.
Silvia Procacci, Suzuki Italia S.p.A, Italy, Anna Claudia Pellicelli, Management Dept., SME, Università degli Studi di Torino, Italy
- “Time and technology as key elements in xxi century new businesses”. 11th Annual Conference of the EuroMed Academy of Business; La Valletta 12-14 September 2018. Silvia Procacci, Anna Claudia Pellicelli
- “The impact of artificial intelligence on consumer experience. The case of Mc Donald touch screens. International Marketing Trends Conference – Venezia 17-19 gennaio 2019. Silvia Procacci, Anna Claudia Pellicelli
- “The evolution of adv from a single creative campaign on tv to a multiple dynamic creativities on the web”. Sinergie SIMA 2019 Conference, Management and sustainability: creating shared value in the digital era. Sapienza University of Rome, Italy 20th-21st June 2019. Silvia Procacci, Anna Claudia Pellicelli. Atti del Convegno pubblicati: <http://www.sijm.it>

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	Proficient	Proficient	Proficient	Proficient	Proficient
French	Beginner	Beginner	Elementary	–	–

Communication skills Good communication skills gained through my experience with dealers, customers and press. Frequently used to speak in public in front of hundreds of people for events, conventions, press conferences, foreign colleagues subsidiaries meetings....

- Organisational / managerial skills**
- leadership (currently responsible for a team of 5 people)
 - problem solving (used to work in a stressful environment and with lack of time, thus trained to look for solutions and countermeasures)
 - new projects challenge: enthusiast to join new projects and to develop starting from zero activities
- Job-related skills**
- Very much used to travel for job reasons, very often alone, and to drive for long distances
- Computer skills**
- good command of Microsoft Office™ tools, internet, social media..
- Sport/Hobbies**
- Professional football player up to 18 years old, then five to side player and captain of a ladies' team.
 - Other sports: tennis, roller/ice skating, gym
 - Hobbies: reading, travelling, photography
- Driving licence** B