



Summary of qualifications:

International Top Management experience in the following areas:

- Architectural Interiors and Design
- Corporate & Marketing Communications
 - Corporate positioning
 - Advertising
 - Publishing
 - Sponsorships
 - Image poll, climate and customer satisfaction surveys
 - Brand strategy and Corporate Identity
 - Public speaking, Media training e Crisis Training
 - Crisis Management
 - Media Relations
 - Events
 - Change Management
 - Web portals
 - CRM
- Marketing Management
- International Marketing
- Inward Investment

Elisabetta Rotolo, Interior Architect, Designer and Vice President Corporate Communication for leading International Companies-Organizations. After graduating in Interior Architecture and Decoration at Inchtald – School of Design in London she worked on Interior Architecture and Corporate Design works for both commercial and residential clients in Europe.

She believes that **“everything a Brand or a Person does is communication”**. The way the packs are designed, the words used, the way the phones are answered, the Companies or products’ names, the shops in which they are sold, the environment you work, live and entertain.

For over 15 years she worked in the Marketing and Communication fields. After graduating in Business Administration and obtaining a Master Degree in Marketing and Communication from the EEC, she worked for GCI Group as Account Director delivering marketing and communication programs to National and International Companies (i.e.: Unionapi, London Edinburgh Turst, Redwall).

In 1993 she moved to London and joined The State of New York as International Trade Executive responsible for Europe, planning and developing international marketing strategies, positioning of new products in several markets and creating – implementing investment campaigns to attract European manufacturers to invest in the New York State.

She continued her career in Ketchum as Senior Consultant delivering Corporate Communication and Brand Marketing programs to several Companies such as Walt Disney, International Dutch Association of Flowers, Heinz, Janssen-Cilag, Acuson, Amicor and Plasmon.

In 1999 she joined Ferrovie dello Stato in Italy as Corporate Image Director of the Group with the responsibility for the communication strategies, Brand positioning - management and coordination of the internal communication programs. Also responsible for delivering Public Speaking training courses to the Executives of the Group.

From 2002 to 2008 she was Vice President Corporate Communications of Sviluppo Italia – the inward investment and entrepreneurial development governmental Italian Agency, with the responsibility of media and institutional relations, events, brand strategy and corporate identity, advertising, internal communication, crisis management and the communication trainings of the group. Also responsible of the web agency and customer relationship management and to set-up Italiaevolution SpA, the company created to develop specific projects for the XX Olympic Games in Turin. She planned and implemented the main communication projects of the Olympic Games, such as Advertising, the four major entertainment events of the Olympic Flame, the Olympic Corporate Identity - “The Look of the Game” and the spectator services. She was member of the Management Board of the Group.