

Laura Amadesi

PERSONAL DATA

Date and place of birth: April 26th 1968, Bologna – Italy
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WORKING EXPERIENCE

- June 2015 – today **Member of the Board of Directors – Interporto Bologna**
Company profile: Logistic and Transportation site.
- Feb 2008 – today **Founder and President - MeA Consulting**
Company profile: Management Consulting Company
Working experience: Management of projects in the industrial and service sectors: strategic planning, strategic/international/operational marketing, business planning, budgeting, management accounting, organisational structuring, sales networks, change management, M&A advisory.
- May 2012 – Sept 2017 **Member of the Board of Directors - TBS Group (Listed Aim)**
Company profile: European Leader in integrated clinical engineering and e-Health & e-Government services
- 2010-today **Professor**
“Management Consulting” course within IM – International Management; “Laboratorio di Impresa” within CLAMDA - University of Bologna, Department of Business Administration
- 2001-2011 **Professor**
“Marketing” and “Company Strategy and Competitive Analysis” within CLEGI (Corso di Laurea in Economia e Gestione delle Imprese); University of Bologna, Department of Business Administration
- Dec 2005 – Nov 2006 **CEO - FMR Spain, Madrid**
Company Profile: European Leader in Editorial sector
Working Experience: Full P&L responsibility of Spanish branch, direct management of sales, telemarketing, administration, marketing, communication and development of new distribution channels. In the first 5 months of activity the company reached break even after 5 years of continuous loss and the financial situation was recovered.
- Dec 2001 – Nov 2005 **Head of Group Marketing and new Channel Development - FMR Group, Italy**
Company Profile: European Leader in Editorial sector
Working Experience: Responsible for all strategic and operative marketing activities for the 3 group brands including negotiation and implementation of partnerships and co-marketing agreements, overall client database management, client segmentation, marketing intelligence and direct marketing activities for client database development.

March 2000 – **Managing Director – Italiantouch**

Nov 2001 Company profile: Internet and ecommerce start up Company

Working Experience: Company start up and launch

Sept 1995 – **Senior Consultant – Bain & Company Italy**

Feb 2000 Company profile: worldwide leader in the management consulting industry

Working Experience: Main clients in the following sectors: Telecommunications, Multimedia, IT, Editors. Main activities: strategic and business planning, new product launch, definition and implementation of indirect sales channel, organization restructuring, marketing plans, turnaround, market researches.

EDUCATION

1996 Master MBA – **Profingest (today BBS)** – Bologna

1994 Laurea summa cum laude in Electronic Engineering - Bologna University