

# VIVIANA ROMANAZZI

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**SKILLS** | PROTECTED FOOD PRODUCTS – BUSINESS STRATEGY – MARKETING AND COMMUNICATION – FLEXIBILITY

## EMPLOYMENT HISTORY

### MANAGER AT PROTECTED PRODUCTS DEPARTMENT

ASSICA, ASSOCIAZIONE INDUSTRIALI DELLE CARNI E DEI SALUMI  
SEPTEMBER 2014, PRESENT

Manager at Consorzio Mortadella Bologna (PGI) <http://www.mortadellabologna.com/en/>

- Budget management and control
- Analysis of quantitative and qualitative market data
- Control and coordination of 4 employees at marketing and communication division
- Press and PR office supervisor
- Relation with product companies and Public Institutions (Italian and European Government)
- Fundraiser (<https://ec.europa.eu/chafea/agri/>)
- Relation with legal and financial office

### MANAGER AT PROTECTED PRODUCTS DEPARTMENT

ASSICA, ASSOCIAZIONE INDUSTRIALI DELLE CARNI E DEI SALUMI  
DECEMBER 2004, AUGUST 2014

<http://www.assica.it/en/>

ASSICA, Associazione Industriali delle Carni e dei Salumi, is the national trade association established within Confindustria to represent companies involved in the production of Italian Salumi (pork and beef), pork slaughtering, and in the processing of other meat-based foodstuffs (corned beef, fats and lard, etc.).

Marketing and Communication manager at Consorzio Cacciatore Italiano (PDO), Consorzio Mortadella Bologna (PGI), Consorzio Zampone e Cotichino Modena (PGI):

- Budget management
- Media and advertising agency supervisor (above and below the line)
- Press and PR office supervisor
- Events and exhibitions planning
- Data market analysis

Relation with product companies and Public Institutions (Italian and European Government)

### MARKET ANALYSIS AT CLIENT SOLUTION SERVICE

IRI INFOSCAN

SEPTEMBER 2004, DECEMBER 2004

<https://www.iriworldwide.com/en-US>

## EDUCATION

UNIVERSITA' DEGLI STUDI DI SIENA, SIENA, ITALY

GRADUATION IN ECONOMICS OF PUBLIC ADMINISTRATION AND INTERNATIONAL INSTITUTIONS