

COLOMBO FEDERICO

SUMMARY

Over 15 years of operations start-up, sales and brand management experience in Finance, HR, Education Industry. Experienced in bringing business ideas and projects to life and keep them rolling. Always looking for new opportunities, with the vision, curiosity and persistence to carry through innovative systems and procedures and developing the organizational structure needed.

Always focused on a customer centric approach and brand loyalty.

Expertise in : Service Launch - Employer Branding -Recruitment and Talent Acquisition - Community Management – Online/Offline Communication – Sales - Fundraising - Market Planning & Analysis – Budgeting - P&L.

WORK EXPERIENCE

2013 – to date POLITECNICO DI MILANO

MILAN

Director of Development and Corporate Relations Division

Reporting to the General Manager my mission is to design, implement, and manage a proactive development plan focused on expanding and enhancing sales and long-term partnerships with corporates, institutions, as well as attracting and engaging other key communities (alumni, donors,) to obtain support for the immediate and long-term goals.

The Division encompasses :**Career Service – Fundraising - Alumni Relations - Corporate and Continuous Education - Sport Events and Initiatives - University Brand Merchandising.**

- ▶ Design internal and external communication plans to attract and engage stakeholders
- ▶ Supervise plans of online and offline distribution contents to reach and engage corporates, alumni , students (website, social media , e-mail, mobile ,printed materials, events, etc)
- ▶ Plan sales and solicitation activities (**€ 20mio in 4 years**)
- ▶ Ensure a CRM and reporting system to maintain detailed records of communication and sales activities.
- ▶ Supervise the daily operations, including budget (€2,5mio annual), and **support staff (40FTE)**

2011- to date ALUMNI POLIMI ASSOCIATION_

MILAN

Director of Alumni Association

Responsible for the planning and implementation of programs and projects that strategically engage alumni

- ▶ Built from scratch and developed global Alumni Network of more than 100.000 active members in over 50 countries reached via current contact informations

- ▶ Act as PM coordinating external providers, internal delegates, Legal, Technology and a staff of 6
- ▶ Launched a multichannel communication program (2 websites, 2 social media , 1 monthly newsletters, 1 annual mailing program, 2 printed magazine, 1 annual convention ,events)
- ▶ Developed a network of 150 CEO and Managing Directors providing advice to the university's leadership
- ▶ Oversee and balance the budget for Alumni Relations; within the annual program budget, manage existing and/or additional alumni programs, services and communications

2007 – 2012 POLITECNICO DI MILANO

MILAN

Head of Mktg and Attraction Office– Communication and External Relation Division

I worked to increase the University brand reputation and student attraction:

- ▶ Design internal and external communication plan
- ▶ Development of digital communication to support off line campaigns based on big events (15.000 attendees) and printed materials.
- ▶ Coordinate the communication programme with external and internal stakeholders (Media , Communication Office, International Mktg Office, Education Department, Creative agencies etc)
- ▶ Redesign of the entire applying process to facilitate talent retention ,-Managing a staff of 3

2005 –2012 POLITECNICO DI MILANO**MILAN****Head of Career Service**

I had the privilege of launching and crafting the strategic direction of this self-financed organization (**€ 1,7m per year**). Since 2005 Career Service provides consultancy on employer branding and recruitment services to more than 200 companies interested in targeting the Italian and international young talents studying at Politecnico di Milano, Italy's top technical University.

In this role I acted mainly to:

- ▶ Build and expand the network of national and international employers
- ▶ Develop solutions to suit employer branding, attraction, and recruiting needs
- ▶ Define Data driven analysis and KPI to target and measure the employer branding campaigns
- ▶ Plan and distribute contents on a platform of digital and offline channels to reach and engage young talents (website, social media , e-mail, mobile ,printed materials, event , fairs , etc)
- ▶ Grow the **team up to 15**

2004 – 2005 RANDSTAD ITALIA**MILAN****Business Development Manager – Permanent Division**

Led opening of the Italian Office with the goal to provide recruitment services

Reporting directly to the International Product Dev. Director and the Italian Sales Direction:

- ▶ L of the new brand (Randstad Professional) - (website,publishing,PR)
- ▶ Started sales development and relationships with the Italian subsidiaries of Randstad

2002- 2003 GAP YEAR / Los Angeles College of Music (LACM)**PASADENA (CA)**

▶ The purpose of this time off was to get a diploma at Los Angeles College of Music,Pasadena (CA) after 12 years of dedication and passion for music.

▶ Secondary goals:self-improvement, self-awareness, international life experience, life with no regrets

2000-2001 MICHAEL PAGE INTERNATIONAL**MILAN****Senior Account Manager - Banking & Insurance Division**

▶ Relationship management and development of finance clients portfolio.

▶ Management of the whole process of recruiting for middle level positions, from prospecting to follow up.

2001: Awarded as one of the top Achievers of the year

1996-2000 FINECO BANK**MILAN****Accountant - Finance and Administration Division**

Reporting directly to the MD and CFO I was in charge of:

▶ Preparing Balance sheet & monthly analysis; General Accounts; Follow up daily collections at banks, bank statements review & Bank reconciliations; Audit all daily revenues.

EDUCATION

1989 - 1994 Master Degree – Economics and Business Administration 100/110

Universita' degli Studi di Bergamo

1984 - 1989 Liceo Scientifico "G.Galilei" Caravaggio (BG)-Diploma di Maturita' Scientifica

ADDITIONAL INFORMATIONS

▶ Languages: English (Proficient)– French (Basic)

▶ Trainings include: 1999 "Orientamento allo sviluppo di un business tramite l'e-commerce" Formaper-Milano, 2005 "PAPI Personality Test user" (Cubiks), 2006 "Negoziazione commerciale complessa" (ISTUD), 2015 "Team Leadership"C.Piccardo .

▶ Proficient use of Microsoft Office, Excel, Word, Powerpoint

▶ 2006-2007 Organization HR conferences

▶ Interest : Reading , Music Listening , Running

▶ Personal Traits: High energy, curiosity, proactivity, target and result driven, reliable and positive impact