



Romina Nicoletti nata a Roma il 03/10/1969

<https://www.facebook.com/romina.nicoletti.9>

[linkedin.com/in/rominanicoletti](https://www.linkedin.com/in/rominanicoletti)

romina.nicoletti@mro-innovation.com

Romina Nicoletti, laurea in Sociologia mass media e Comunicazione con Master in geopolitica e specializzazioni in funzioni Internazionali, inizia la sua carriera come Manager nella 7C-Alitalia spa, Contact Center per cui ha realizzato il lancio dell'e-ticket AZ.

Imprenditrice esperta in strategie di innovazione e consulenza aziendale. Romina ha più di 30 anni di esperienza nel settore industriale e dei servizi, ha il know how necessario per l'individuazione di nuove opportunità imprenditoriali e per la verifica della corretta gestione manageriale del progetto. Ha realizzato e gestito attività industriali e commerciali innovative, dal concept alla loro implementazione, in qualità di fondatore di diverse start-up di successo nei settori ambientali, TLC, e Public Affair.

In ambito pubblico, è stata portatrice di programmi di innovazione per cercare di coniugare gli obiettivi politici italiani a quelli dell'Unione Europea con particolare attenzione all'area del Mediterraneo e dell'Africa. Intrattiene rapporti diplomatici ed economici in particolar modo con la Repubblica del Sudafrica e ha una intensa conoscenza del mercato USA-Canadese.

Fondatrice della M.RO business Cooperation and innovation center supporta le piccole e medie imprese (PMI) in Italia e nell'UE nei processi aziendali di internazionalizzazione, innovazione, comunicazione digitale aiutandole a sviluppare la gestione dell'innovazione aziendale. In questo modo M.RO consente alle PMI di competere a livello internazionale con prodotti, processi e servizi innovativi.

In qualità di imprenditori globali, lo staff di M.Ro è in grado di analizzare e anticipare i possibili cambiamenti e le opportunità offerte dai mercati di tutto il mondo. La nostra società nasce dalla sinergia di professionisti ed imprenditori con una valida e pragmatica esperienza nel campo. M.RO consente alle PMI di eccellere nella loro gestione, finanziarie e commerciali. Opera in collaborazione con Enti, Istituti ed Associazioni di categoria quali, Confartigianato Lazio per supportare i suoi iscritti a penetrare i mercati internazionali; ANPIT con lo scopo di supportare i loro iscritti ad internazionalizzare il loro business; Unindustria di Roma, Latina, Viterbo; l'Ambasciata del Sudafrica a Roma con lo scopo di sviluppare una cooperazione economico-sociale tra i due Paesi e enti governativi in Sudafrica.

Ha sviluppato partnership con in Usa con la NIAF, Broward County Florida e altre organizzazioni americane nel settore della tecnologia

Attualmente Romina è anche Country Ambassador FITCE per l'Italia. Già Responsabile della PROMOZIONE SISTEMA PAESE – BRAND ITALIA -TURISMO&BUSINESS all'interno della Italian Digital Hub una task force creata per supportare il Governo italiano.

Ma da sempre supporta associazioni femminili perchè fautrice della Leadership femminile in seno ad Unindustria, da prima, ora International Women Forum e Le Donne del mediterraneo, Responsabile per l'Africa degli Stati Generali delle Donne e W20.

Romina Nicoletti



Nata e residente a Roma

MBL# +393292603438

EMAIL ADDRESS: romina.nicoletti@gmail.com
romina.nicoletti@mro-innovation.com

Ceo and founder M.Ro Business Cooperation and Innovation Company. M.Ro counsels Organizations to plan strategies and to engage public policy stakeholders in accomplishing common strategic objectives. Romina match experience in EU Public Affairs and Government Relations with in-depth knowledge in Capital Markets, Economic Analysis and Political Risk. She started her career in the Customer Service Industry Alitalia- 7C spa, then she launched and invested in many start-ups in different sectors, especially in the Environmental, TLC and Public Affair. She was a co-founding Partner of SEP the leading Italian company for the production of quality compost, serving as GM. She served as advisor for the teleworking project at the Lazio Government; and previously advisor to Immigration Office at the Ministry of Internal Affairs of the Democratic Republic of Congo. She has role in social-economic development projects behalf of the Industrial Union Association and of private Association

CURRENT OCCUPATION

Ceo and founder of M.Ro Business Cooperation & International Business
(www.mro-innovation.com) (June 2014 - Present)

M.Ro s a consultancy company with experience in Company Internationalization (with a particular focus on SMEs). Its mission is to facilitate the access of SMEs in foreign markets by helping them in developing a proper access strategy , the destination and supporting them in introducing innovative processes. She has a promoter of the ITASA project (www.itasa-business.com) for building an business influential Italy- South Africa Community.

FITCE Collaborator and Ambassador for Italy - 7th Annual Florida International Trade and Cultural Expo (FITCE), helded iOct 19&20 2022 at the Broward County Convention Center in Fort Lauderdale, Florida. During this special occasion, Greater Fort Lauderdale along with Broward County and all of South Florida will welcome local and international companies for a unique opportunity to engage key leaders, experts and attendees from around the world to participate in dialogues relating to international trade, foreign direct investment and culture. M.Ro in collaboration with FITCE has announced the 1st edition of **ITALIAN DELEGATION – MADE IN ITALY**

International Business development Consultant for the brands **Zuccastregata**
(www.zuccastregata.com)

Romina Nicoletti

PREVIOUS WORK EXPERIENCE

Senior partner – Marcom Consultant at Tron Group Holding spa

Create a strategic Marketing project – Brand reputation project – restyling Communication Guidelines (2019-2020)

Advisor Consultant at Bar Association of Rome (www.ordineavvocatidiroma.it)

create legal digital payment observatory in collaboration with A.P.S.P

Partner- IP Brokerage start up Quantum Leap

Technology Scouting consulting- Open Innovation is indeed the quickest and most profitable path for the development and the growth of a company. Strategic analysis for startups, starting from the identification of the best business model and checking its economic and financial sustainability. (2013-2014)

Senior Advisor for Innovation and Development to the MEP Marco Scurria .

Develop and led innovation agenda to advance Italian's diplomatic goals.

Develop and manage innovative programs to valorize the italian cultural and environmental heritage (2012-2013)

Co-founding shareholder –Managing Director at S.E.P. srl - Società Ecologica

Pontina, Latina, a company specializing in the disposal of non-dangerous waste and the production of quality composts. Support to general, commercial and operational management (2003-2013)

The computerization of the offices of the Emigration Office of the **Ministry of Internal Affairs of the Democratic Republic of Congo** (2003);

Marketing and Communications Manager to **7C Italia Spa** regarding **ALITALIA** Contact Centre, Palermo office project. Drafting of marketing, communications and public relations plan for company start up and positioning on the Italian market and planning of follow up activities necessary to fulfil established objectives (2001);

Account Manager at **Text 100 Italy**, Milan, a PR company specializing in the **hi-tech sector**; organization of press conferences on behalf of **Xerox-Transcom** (1999-2000);

Officer responsible for the restructuring of **Servizi Protezione Ambiente Srl** ~~exclusive~~ representative of **Italian Red Cross** vis-à-vis materials disposed of by the public sector (2001-2002)

Romina Nicoletti

SOCIAL UNDERTAKINGS

Ready to take advantage of all occasions which arise, Romina Nicoletti is enterprising, determined, dynamic, sociable and open to criticism and new experiences. A gifted organizer and communicator, she adapts easily to new situations. She has a good management and operating skills and has been directly involved in:

Chair of Stati Generali delle Donne Africa (2021 – present)

Member of International Women forum of Italy (2009-present)

Member of the Training Section at Unindustria in Rome (2014-present)

Executive board member of the Environment Section at Industrial Union in Lazio (2002-2008)

Promoter of the no-profit Project in South Africa "Sport Senza Frontiere South Africa NGO . She directly involved with the City of Ekurhuleni – Johannesburg. **Sport possess the extraordinary power to have a deep effect on people and to bring about change to the society. for this reason we wish to take inspiration from the catching positive effect of this experience and turn into a vehicle to convey the values of education, social inclusion and well-being of the whole Community (2016-present)**

Member of "Comitato Tecnico Femminile Plurale" at Unindustria . her role is in social-economic development projects behalf of the Industrial Union Association (2006-present) Women leadership and Mentoring program

The projects of NATIVO ONG, a no profit organization serving social needs (Oris) exclusively founded to pursue aims of solidarity and charity in favour of children from African communities in the villages of Watamu, Timboni and Gede (Kenya)(2004);

Fund raising for the payment of the school fees of street children in Kinshasa (2003);

Voluntary work on behalf of Opera Caritatevole "Don Guanella" in Kinshasa in the Democratic Republic of Congo, participating in educational and teaching activities with **street children** in Kinshasa as part of a social reintegration programme promoted by **Unicef** (August- September 2002);

Voluntary work regarding the social and employment reintegration of **ex-soldiers** (**Unicef programme**) and **political refugees** (April-May 2003);

The organization of humanitarian aid containers sent to street children and ex-soldiers in Kinshasa DRC via the Saverian Fathers (2002 and 2003).

Romina Nicoletti

CULTURAL INTERESTS

Interested in all artistic and cultural activities, and especially audio-visual and performing arts (film, exhibitions).

Regular theatre-goer. Especially interested in **experimental and avant-garde prose, musicals, jazz and soul music**.

Keen **reader**: essays, philosophy, current events and geopolitics.

SPORTS

Keen sportswoman: swimming, volleyball, boxe, fitness, tennis, padel tennis, skating, riding, trekking, skiing, aerobics, jazz exercise, step, yoga.

PERSONAL ACHIEVEMENTS

The daughter of a family of entrepreneurs, her work has enabled her to encounter various lines of development:

- Economic developments: variations in markets and financial situations;
- Technological developments: mechanical innovations, automation, computerization, scientific research.
- Social developments: variations in labour market, social legislation, consumer pressure, environmental pressure.

She has covered many roles during her career:

- Administrator, consultant and technician;
- Trainer for the development of others;
- Executive and manager (e.g. start up of workflow systems);
- Policymaker, planner and short, medium and long term decision-maker;
- Internal and external communications officer.

Her private and professional experience has enabled her to develop a desire to make her entrepreneurial and personal skills available to the international community in such a way as to contribute actively to the harmonious development of the world.

Romina Nicoletti

QUALIFICATIONS:

Master in Geopolitics in International Organization at **SIOI**

Degree in Sociology at **La Sapienza** University of Rome specializing in Mass Media and Communications.

Specializing Course in Business Communications, Entertainment and PR at **UCLA** Extension, Los Angeles

FOREIGN LANGUAGES

Excellent written and spoken English;

Good written and spoken French

In compliance with the GDPR and the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.