

## PERSONAL INFORMATION

## Fabio Pietrella

📍 Via XXIV Maggio, 4, 43022 Monticelli Terme (Pr) (Italy)

☎ 0039.348.5666436

✉ f.pietrella@aiaonline.it

📅 11.04.1977

## WORK EXPERIENCE

01/01/2013–Present

## General Manager

Maglificio Musetti snc, Parma (Italy)

- supervision activities of marketing, sales and product
- financial management (EU and MISE fund management)
- programming and controlling
- strategic planning
- goals setting

16/11/2016–Present

## Presidente

Federazione Nazionale Moda Confartigianato, Roma (Italy)

14/02/2009–Present

## Presidente

AIAM Associazione Italiana Aziende della Moda, Milano (Italy)

01/01/2018–Present

## Presidente

Consorzio Parmacouture, Parma (Italy)

07/09/2014–Present

## Componente organo tecnico UNI/CT 046 TAC

UNI Ente Nazionale Italiano di Unificazione, Milano (Italy)

01/01/2014–26/02/2018

## Expert in TC 248 WG 33 Textile Standard Commission

SBS CEN CENELEC European Commission, Bruxelles (Belgium)

Definition, study and analysis of standardisation at european level (CEN - European Commission) for the textile and clothing fields.

01/01/2005–31/12/2012

## Sales Manager

Maglificio Musetti snc, Parma (Italy)

- Business planes drafting
- Sales forces recruiting, organizing and teaching
- International sales network establishment and development (Europe, Far east, Usa and Russia)
- Sales channel controlling
- Retail (6 national boutiques) monitoring

- Sales reporting

01/01/2004–31/12/2004

### Junior Brand Manager

D&C SpA, Zola Predosa (Bo) (Italy)

- New business development food & beverages (spirits)
- Trading and pricing
- Relations with main customers
- Advanced trading business

## EDUCATION AND TRAINING

1997–2003

### Bachelor's degree in Economics and Business

EQF level 7

Università degli Studi di Parma, Parma (Italy)

Winner of Philip Morris Marketing Award 1998

2003–2004

### MBS Master in Business Studies

EQF level 7

CIS, Emilia Romagna/West Europe (Italy)

15/03/2013–30/11/2013

### Master in Export Management (senior level)

24 Ore Business School - ICE, Rome / Beijing (Italy)

## PERSONAL SKILLS

Mother tongue(s) Italian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Spanish	B2	B2	B1	B1	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

### Communication skills

Excellent communication skills gained through my experience as speaker and lecturer in many national and international meetings and conferences.

### Organisational / managerial skills

- Member and relator of Italian Cleantech org.
- Past President of AIESEC (Association Internationale des Etudiants en Sciences Economiques et Commerciales)
- Member of AICEM (Italian Association for cooperation Europe World)

### Digital skills

Very good command of Office suite and main IT systems