



# Curriculum Vitæ

## PERSONAL DATA

**NAME AND SURNAME:** FEDERICA BENATTI

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**PROFESSION:** ARCHITECT

**PLACE AND DATE OF BIRTH:** Bologna, 03/12/1975

**C.F.:** BNT FRC 75T43 A944T

**P.IVA:** 02522511209

**OFFICE ADDRESS:** Via Marconi, 69 - CAP 40033  
Casalecchio di Reno (BO)

**MOB:** +39 348-0327230    **SKYPE:** fede.benatti

**E-mail:** fedebenatti8.0@gmail.com

**E-mail:** federica.benatti@mundobrit.com

**PEC:** federica.benatti@archiworldpec.it

**LinkedIn:** <https://www.linkedin.com/in/federica-benatti-910b9419/>



## INSTITUTIONAL ACTIVITIES

- **2009 - 2017:** Councilor of the Order of Architects of Bologna.
- **Da aprile 2013 ad aprile 2014:** Member of the Coordination team of the professional Network InArCommunity.
- **2005 -2012:** Member of the "Cultural Commission" - Order of Bologna Architects.

## QUALIFICATIONS

- **Sept 2008 – Jan 2009:** Post graduate specialization, in "Local participated action and sustainable urban development". IUAV – Planning Faculty.
- **Mar 2006:** Phd in Technology of Architecture. UNIFE - Faculty of Architecture.  
*Title of the thesis: L'integrazione dei terminali impiantistici sulle coperture. Indicazioni metodologiche e progettuali per la definizione di interventi coerenti con il contesto urbano e ambientale.*
- **March 2001:** Degree in Architecture. UNIFE - Faculty of Architecture. Vote:110/110 e lode.  
*Title of the thesis: Un nuovo museo sulle tecniche di rappresentazione dell'architettura, per la città di Bologna.*  
*Supervisor: Arch. Mario Cucinella.*

## PROFESSIONAL EXPERIENCES

### MANAGEMENT AND ENTREPRENEURIAL ACTIVITIES

- **2016 - TODAY:** Co-founder of **BRIT Srl**. Innovative Start up with social vocation (SIAVS). Focused on the empowerment of historic building owners.
- **2015 – 2016:** Co-founder of **BRIT - futuro comum raízes comuns**. Network for the internationalization in Brasil of Italian professionals and entrepreneurs.
- **2010 – 2011:** Co-founder of the start up project "**La Casettiera** – sustainable services for professionals in a box". Mentor: Ing. Renzo Provedel - Fareimpresa srl . Incubator: Astar - Bologna.
- **2009-2012:** Co-founder of the **Co-working Spazio80\_bologna**

### ARCHITECTURAL DESIGN AND WORK MANAGEMENT

- **2016 – 2017:** re-use and tourist-commercial valorization of an **XVIII century ice house** - Bagnarola di Budrio (BO).
- **2013 – 2014:** New prefabricated and removable structure for a **greengrocery kiosk** - Sandia S.n.c. - Bologna.
- **2004 - Today:** Renovation of many **apartments** in the Bologna City Area (Bologna, Ozzano Emilia, Crespellano, Casalecchio di Reno,...)
- **2005-2010:** Collaboration with Studio TAMassociati in Bologna/Venezia for the new **headquarter of Banca Popolare Etica** in Bologna, a new Parc in San Giacomo del Martignone (Anzola – BO) and a new car repair shop in Bologna.
- **2005 -2009:** Collaboration with Studio Agrisophia progetti in Bologna for a new fountain and urban furnishing for the Savignano sul Panaro Municipality, the new Parc of the Bioenergetic SPA Relais Héremità in Todi.

- **2005 -2009:** Collaboration with Studio dell'Arch. Silvana LaRocca in Bologna for the **restoration of Palazzo Montanari** in Bologna and the new archive of the Servi di Maria convent in Bologna.
- **1999-2009:** Collaboration with Studio MC architetti associati and the Arch Elena Brigi in Bologna studio for the **Exhibition project of the new Industrial Heritage Museum of Bologna**, the new Public Library "Mario Luzi" and the new elderly center in San Pietro in Casale (BO).
- **2001-2003:** Collaboration with the Nucleo di Progettazione di Palazzo Tassoni for the **restoration of Palazzo Tassoni** and the extention of the Faculty of Architecture of Ferrara.

## EXHIBITION DESIGN AND EVENTS ORGANIZATION

- **Sept 2016 and Sept 2017:** **Academy Disco Club** and **Fire walking area** for the Power Seminar - HRD Academy di Roberto Re – Castel Volturno and Pesaro.
- **May 2015 and Mar 2017:** Seminars, logistics, booth and graphic design of the **BRIT area** - Salone Restauro-Musei di Ferrara;
- **Sept 2014 and Jan 2015:** artistic site specific installations for the project "foodpornINUTILE". "**La degustazione perfetta**" at the Museum "Torri dell'Acqua di Budrio" and "**Cibo da spogliare**" at the "Studio 54" in Bologna with the collective "La Bottega degli InUTILI", edited by Fulvio Chimento for ArteFiera2015 and SetUp 2015.
- **Mar 2014:** Seminars, logistics, booth and graphic design of the Temporary InArPoint and "Il Cuore freddo di Bologna" Areas - **Salone del Restauro** - Ferrara Fair.
- **2013 - Today:** authorization procedures for exhibitions in historic places for Co.Fi.Bo – Consorzio dei Fieristi Bolognesi (ASCOM). "**I Mercanti petroniani**" ed. 2013 – 2014 – 2015 – 2016 – 2017, "**Natale a Porta Galliera**" ed. 2014 - 2015 – 2016 - 2017 in Bologna, and "I mercanti Petroniani" ed. 2015 in Casalecchio di Reno (BO).
- **Oct 2013:** Workshops, seminars, logistics, booth and graphic design of the **Temporary InArPoint** - SAIE 2013, Bologna Fair.
- **Sept 2013:** Exhibition "**Il cuore freddo di Bologna**" at the Bologna Water Design Event 2013. Ex ospedale dei Bastardini, Bologna.
- **Jul - Aug 2012:** Exhibition "**Riscopriamo il Savena**" at La Rosa dei venti. Bologna.
- **Oct – Nov 2011:** artistic site specific installation "**80\_spaziointavola** – l'apparecchiatura che veicola cultura" with Spazio80\_Bologna for Open Design Italia Selected. Bologna.
- **Sept - Oct 2011:** artistic site specific installation "**Co-working Story** – questo spazio non è un albergo" with Spazio80\_Bologna for SAIE OFF, Bologna.
- **Feb - Apr 2011:** Exhibition "Riscopriamo il Savena" at spazio Capodilucca, for the Bologna Blue Night.
- **2011:** Collaboration with the technical secretariat of "Acropoli 2 Srl" for "**Abitami 2011**", Milano-Rho Fair.
- **Oct – Nov 2010:** artistic site specific installation "**Che senso ha...BO?** Installazioni effimere sulla città contemporanea" with Spazio80\_Bologna for Open Design Italia. Bologna.
- **Jun - Sept 2010:** artistic site specific installation "**La somma fa il totale**" with Spazio80\_Bologna at "Spazio Atelier" di Simon - San Lazzaro di Savena (BO) and "ShoppingLab2" at "Abitare il tempo" - Verona Fair.
- **Sept - Oct 2010:** Exhibition "**SalviAMO il Savena**" with Associazione M.U.S.A. at Centro San Ruffillo - Bologna.
- **Jun 2008:** logistics, booth and original furniture design (wooden poufs) for the "**Imprenditrici e professioniste per innovare**" Area at R2B – Bologna Fair.
- **2003-2007:** Collaboration with the technical secretariat "Acropoli Srl" for "**Abitare il Tempo**" (2003 - 2004 - 2005/20anni – 2006 – 2007 edition), Verona Fair.

## FURNITURE AND DESIGN

- **Jun 2014 – May 2016:** **Fè-bus** – Mobile operating unit for surveying and diagnosing historical heritage, Team BRIT & Iveco Brasil.
- **2012 - 2013:** **urban furnishings in recycled materials** for schools and public spaces in San Donnino (FI), Scandicci (FI), Falconara Marittima (AN), Senago (MI) and Torino for the project "Adotta uno spazio con la Banda Riciclatore".

## HISTORICAL RESEARCHES AND TECHNICAL EXPERTISE

- **2016:** building abuses datation in the **Industrial Chemistry Faculty**. Bologna University.
- **2013 – 2014:** researches for the restoration project of churches demaged by earthquake. **Churches** of the parish of San Venanzio di Galliera, Santa Maria del Carmine di Galliera, San Matteo della Decima (BO).
- **2010 – 2015:** "Il cuore freddo di Bologna": research about **ice supply chain** and old **ice houses** in the Bologna Area. Il progetto prevede: censimento, catalogazione, rilievo metrico e fotografico, elaborazione proposte di restauro, riuso e nuovo utilizzo commerciale. Creazione itinerari di visita culturale per Gelato University di Carpigiani.
- **2011 - today:** techncical expertises and real estate estimates for trades with private clients in the Bologna Area.

## RAPPORTEUR/MODERATOR IN SEMINARS, CONVENTIONS AND WORKSHOPS

- **24 Mar 2017:** Seminar for architects "**Imprese creative e rigenerazione urbana: il caso del bando InCreDiBo!**", Salone Restauro-Musei Ferrara.
- **17 Sept 2016:** Pecha Kucha presentation "un futuro... InCreDiBo!" at "Tutti in Ordine 2.0" - Festa dell'Architettura, Forlì.
- **19 Jul 2016:** Format co-design, organization, logistics and facilitation of the workshop "**A new business idea for the ex ice house of Villa Ranuzzi Cospi**", with Renzo Provedel, Bagnarola di Budrio (BO).
- **25 Oct 2014:** Seminar moderator about news on 3D print in architetture, and presentation of "**Stampa 3D: Evoluzione, Innovazione o Rivoluzione?**", Saie Built Academy - SAIE 2014 – Bologna Fair.
- **18 Oct 2014:** Presentation of Fulvio Chimento, author of the book "Arte Italiana del terzo millennio". Budrio.

- **20 Jun 2014:** Co-design, logistics and facilitation of the workshop "**Internazionalizzare in Brasile**". Bologna.
- **28 Nov 2011:** Presentation of the start up project "**La Cassettiera**" at the "Pecha Kucha Night Bologna".
- **24 Oct 2011:** Pecha Kucha presentation "5 avanti 5", Faculty of Architecture, University of Ferrara.
- **14 May 2011:** National Congress ALIO, Mirandola. Presentation of the Project "**Il Castello della Salute**" ANSABBIO.
- **24 Oct 2008:** Convention "**Imprenditoria femminile**" in Emilia-Romagna. Traiettorie di sviluppo e processi di valorizzazione". Regione Emilia Romagna.
- **4 May 2007:** Forum "Woman in R2B: imprenditrici e professioniste per innovare". R2B, Bologna Fair.

## TEACHING ACTIVITY

- **2011 – 2012:** co-design and **tutoring** of the Specialized training Course "Costruzione e Progettazione esecutiva di arredi per show-room" (68 hours + 14 company visits) for the Order of Architects of Bologna. Teacher: Sig. Daniele Nocetti.
- **A.A. 2007-2008:** **Contract professor** in Progettazione Ambientale (30 hours), Laboratorio di progettazione Architettonica II B, prof. Arch. Alfonso Femia, Faculty of Architecture, University of Ferrara.
- **A.A. 1998-1999 - A.A. 2007-2008:** **teaching assistant**, Laboratorio di Costruzione dell'Architettura I C, Prof. Pietromaria Davoli, Faculty of Architecture, University of Ferrara.
- **A.A. 2003-2004 / A.A. 2004-2005 / A.A. 2005-2006 / A.A. 2006-2007:** **Tutor** at the "Specialized training Course in Feng-Shui Architecture" (200 hours), Prof. Stefano Parancola, Fondazione Matteo Ricci di Bologna, Feng shui Architects of Sidney, Istituto Uruguayo de Feng shui, l'International Feng shui Guild, Universidad ORT di Architettura di Montevideo.

## MOST SIGNIFICANT TRAINING ACTIVITIES

- **Sept-Dec 2017:** **U-lab: Leading from the emerging future 1.x**, training for Change Makers and Leader. Prof. Otto Scharmer, Presencing Institute of the MIT - Boston e ideatore della Teoria U. MOOC EdX. Certification achieved.
- **Nov - Dec 2016:** basic course of **drones piloting**. Prof. Riccardo Bonora.
- **19-20 Nov 2016:** Course "Vivere di Turismo" for **vacation rental** entrepreneurs in Firenze.
- **2016 - today:** training in strategic **marketing, sales, copywriting**. Prof. Frank Merenda.
- **Oct 2015 - today:** training in **real estate investments**. Alfio Bardolla Training Group Spa.
- **June 2014 - today:** training in personal growth and **leadership** with H.R.D. - Roberto Re Leadership School (Platinum Program, HRD Academy, Emotional Fitness, Best Year Yet, "F.L.Y. – Find the Leader in You", etc.) .
- **Mar - Sept 2011:** **business pre-incubation** path for the start-up project "La cassettiera" with ASTER – CNR Bologna, CreatER – crescita creativa in Emilia Romagna, pilot project of Creative Growth, European Program Interreg IVC.
- **24-25 Sept 2010:** International workshop "New resources for Cultural Sectors" in Bologna, Prof. Gail & Barry Lord - Lord Cultural Resources.

## PUBLICATIONS

- AA.VV., Le antiche ghiacciaie nel territorio bolognese. Tecnologie tradizionali e innovative integrate per l'individuazione, il rilievo e la mappatura., in L'Universo - Bollettino di geodesia e scienze affini, Settembre – Ottobre 2016, ED. Istituto geografico militare, Firenze, pagg. 935-961.
- F. BENATTI, BRIT – Save the building Make your business. Nuovi percorsi per proprietari, professionisti e imprenditori per la valorizzazione dei beni immobili storici privati, in RESTAURO - MUSEI 2017 catalogo eventi – espositori, pagg. 146-150.
- F. BENATTI, R. PROVEDEL, M. ROSSI, Liberi professionisti e imprese internazionalizzano insieme in Brasile: i progetti pilota BRIT e FÉBUS, in RESTAURO - Economia della cultura / 2015 catalogo eventi – espositori, pagg. 82-85.
- F. BENATTI, Temporary Inarpoint, in "Inarcassa - welfare e professione", Ed. Inarcassa, Roma, luglio-settembre 2014, pagg. 70-72.
- Redazione InArCommunity, InArCommunity: non solo "social", in "Inarcassa - welfare e professione", Ed. Inarcassa, Roma, aprile-giugno 2014, pagg. 66-68.
- F.BENATTI, M.BIANCARDI, A.CAZZOLI, M.GIUFFRE', R.LOFFREDO, N.MARAGUCCI, Il cuore freddo di Bologna, in "IBC" XXII, 2014, 2, rivista on line.
- F.BENATTI, M.BIANCARDI, A.CAZZOLI, M.GIUFFRE', R.LOFFREDO, N.MARAGUCCI, Progetto di recupero e valorizzazione delle antiche ghiacciaie nel territorio bolognese: "Il cuore freddo di Bologna", in RESTAURO - Economia della cultura / 2014 catalogo eventi – espositori, pagg. 206-208.
- F.BENATTI, M.BIANCARDI, A.CAZZOLI, M.GIUFFRE', R.LOFFREDO, N.MARAGUCCI, Il cuore freddo di Bologna. Appunti per una storia delle ghiacciaie bolognesi, in G. Benevolo, M. Brunelli (a cura di), Ricerche sulla Montagnola di Bologna. Le fortezze papali, le ghiacciaie, i rifugi, Bologna, Maglio Editore, 2013, pp. 49-70.
- F.BENATTI, M.BIANCARDI, A.CAZZOLI, M.GIUFFRE', R.LOFFREDO, N.MARAGUCCI, Le ghiacciaie di Bologna e provincia. Architetture da ri-trovare, in Conservazione e valorizzazione dei siti archeologici. Approcci scientifici e problemi di metodo. Atti del Convegno di Studi Bressanone 9 – 12 luglio 2013, Edizione Arcadia Ricerche, 2013, pp. 1007-1018.
- F.BENATTI, Cavezzo 5.9. Riuso e rigenerazione come metafora di una rinascita collettiva: l'esempio del nuovo centro commerciale temporaneo di Cavezzo, Modena, in "Architetti.com" n. 54 - Reuse /Recycle, novembre 2012, Ed. Maggioli Editore, pagg. 56-61.
- F.BENATTI, M.BIANCARDI, A.CAZZOLI, M.GIUFFRE', R.LOFFREDO, N.MARAGUCCI, Le ghiacciaie bolognesi, architetture da ritrovare, in "Territori" n. 8, aprile 2012, Ed. Compositori, Bologna, pagg. 32-40.
- F.BENATTI, Il Castello della Salute, in atti del congresso nazionale ALIO 2011 dal titolo "Nell'Alleanza Terapeutica il Futuro dell'Oncologia", pagg. 25-26.
- F. BENATTI, M.G. FARNEDEI, C. TAFANI, M.E. VANELLI, Mi piace un bel... Po. Progetto di valorizzazione dell'area golendale del Comune di Polesine Parmense e creazione di un parco fluviale attraverso l'applicazione dell'approccio Feng-shui, in S.PARANCOLA, C. BEGHI, a cura di, "Compendio di Architettura Feng-Shui. Un progetto olistico per Polesine Parmense", Editoriale Delfino, Milano, 2007, pagg.69-76.

- F. BENATTI, Coperture e terminali impiantistici. Indirizzi metodologici e progettuali per l'integrazione in dialogo con il contesto urbano e paesaggistico. Abstract., in AA.VV., "Annuario della Facoltà di Architettura di Ferrara 2003-04", Quaderni Ferraresi – Alinea Editrice, Firenze, 2006, pag. 103.
- F.BENATTI, Camouflage per le antenne. Con il proliferare degli impianti di trasmissione diventa prioritario salvaguardare il nostro paesaggio urbano e l'industria non si lascia sfuggire il business, in "Progetto tetto n. 4/2006. Periodico di informazione e cultura del tetto", Lafarge roofing S.p.a., Chienes (BZ), pagg. 32-35.
- F. BENATTI, Skyline a confronto. Il paesaggio urbano come linea di separazione fra la terra e il cielo, in "Il Tetto n 83 - Settembre 2005", supplemento a Specializzata n. 147, BE-MA editrice, Milano, pagg. 8-10.
- F. BENATTI, C. BONAZZA, L. CREMONINI, F.LARDERA, Workshop: Orthocinghio, in S.PARANCOLA, a cura di, "Architettura Feng-shui. Dalla città all'ecodesign", Editoriale Delfino, Milano, 2005, pagg.95-99.
- F.BENATTI, Antenne paraboliche e paesaggio. Il difficile compromesso tra tutela ambientale e difesa dei diritti del cittadino, in "Progetto tetto n. 3/2005. Periodico di informazione e cultura del tetto", Lafarge roofing S.p.a., Chienes (BZ), pagg. 32-35.

## AWARDS

- **Dec 2015:** Project BRIT – FéBus **winner** of the Prize Yuri Gagarin project 2015. H2Biz Network.
- **Jan 2015:** Project BRIT Fé-bus **selected** at the contest "Architettura: Energia per il made in italy" of Archilovers, InArch CNAPPC and MISE.
- **10 dec 2010: Mention** for the Prize "Bologna città civile", Associazione Antartide and Resto del Carlino, Bologna.
- **Dec 2010: Winner** of the UE Competition "Creater" with the business project "La Cassettiera – piattaforma di servizi per la sostenibilità della libera professione".
- **10 Jul 2010: 1° place** at the Design Competition for the Inarccommunity Logo, the professional network of Inarcassa.
- **Oct 2009: Project** of the new operative headquarter of Banca Popolare Etica in Bologna **Selected** at the Competition "Sostenibilità alla Bolognese – under 40". Urban Center Bologna. Team leader: studio Tamassociati.
- **26 Feb 2008: Special mention** - professionals sector, at the Competition "Imprenditrici e professioniste per innovare" Assessorato Attività produttive Regione Emilia Romagna and Aster.

## FOREING LANGUAGES

**ITALIAN:** mothertongue

**ENGLISH:** Self-assessment of European level: Comprehension (listening and reading) B1, Spoken (Interaction and oral production) B1, Written B1.

## DIGITAL SKILLS

apple OPERATIVE SYSTEMS: Mac OS and WINDOWS.

document PROFESSIONAL SOFTWARE

- PHOTO EDITING AND GRAPHICS: SuiteAdobe (Photoshop, Illustrator, In Design, Acrobat Professional)
- CAD, 3D MODELING E RENDERING: Autocad, Microstation, Vector Works, Archicad,
- PHOTOGRAMMETRY: Zephyr Aerial
- WORD PROCESSING/SPREADSHEETS/PRESENTATIONS: Office Suite (Word, Excel, PowerPoint), Google Drive tools
- VIDEO CONFERENCE/WEBINAR: Zoom, Go to webinar, Skype, Google Hangout
- VIDEO EDITING: Imovie, Adobe Premier
- LAND REGISTER: Docfa

## MEMBERSHIP

- **2002 - today:** Member of the Order of Architects of Bologna. No registration 3113.
- **may 2017 - today:** Member of the "Circolo degli Imprenditori" di Frank Merenda.
- **2017 - today:** Member of the Cultural Association "Ville Storiche del Bolognese".
- **2018 - today:** Socio Aderente ADSI – Associazione Dimore Storiche Italiane.





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## PERSONAL DATA

**NAME AND SURNAME:** RENZO PROVEDEL

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**PROFESSION:** ENTREPRENEUR

**PLACE AND DATE OF BIRTH:** TORINO, 09/12/1946

C.F.: PRN RNZ 46T09 L219Y

P.IVA: 07950030010

**OFFICE ADDRESS:** Via Principe Tommaso, 36 - CAP 10125

Torino

**MOB:** +39 393 983 893 9

**Zoom:** <https://zoom.us/j/3939838939>

**E-mail:** provedel@fareimpresa.net

**E-mail:** [renzo.provedel@mundobrit.com](mailto:renzo.provedel@mundobrit.com)

**PEC:** provedel@pec.fareimpresa.net

**Blog:** <http://www.innovitaly.eu/>

**LinkedIn:** <https://www.linkedin.com/in/renzoprovedel/>



Save the Building Make your Business

## PROFILE

**I'm a Strategy mapper + Innovation Architect.** It means to help Management Team of the Client to unfetter their ideas and insights and to engage the compliant networks outside, the " eco-system of business". Creating the future, instead of predicting it. I love ideas generation and I develop the tools which enable this untangling, letting people work with an open mind and a collaborative setting.

**I love the spiral of innovation** and I practice it as a three steps paradigm. Innovation starts from a good idea, becomes strong through problem solving, needs an effective expression to collaborate, communicate, influence, leading to a wide acceptance by the marketplace. Innovation deeply satisfies the needs and aspirations, which might be often hidden to the user...the capability to see the invisible is the key to disruptive value creation.

### Strategy mapping includes:

1. insights and inspirations, as stimulating lightning, triggering a journey into the future;
2. diagnosis, improving consciousness of inside obstacles, both personal and organizational;
3. scenario and planning, understanding key changes outside and designing an action plan to reach our targets.

## SKILLS AND MAIN EXPERIENCES

### INNOVATION

My experience, as facilitator of innovation, benefits of different perspectives, coming from the following key activities:

- brokering of innovation, in partnership with NineSigma, the worldwide leader of Open Innovation services;
- designing and applying new formats to prototype the innovation process in large companies: "innovation-action" is a format developed with SCoA, an italian leader in coaching and training;
- researching and designing of supply chains in Transport Industry, leading exploratory round table to assess a new fuel, the LNG (liquid natural gas);
- co-founding a start-up in the digital field, Voice over Internet Protocol, named Pointercom, one of the

first company in Italy developing voice & video application for large telecommunication carriers and user corporation.

### **MANAGERIAL CAREER**

I have been a Manager for more than twenty years in large multinational corporations. It was the way to create key skills and a deep understanding of management issues and challenges:

- responsible of ICT governance at Corporate level of Fiat Group;
- worldwide Director of Parts Logistics in IVECO;
- responsible of ICT function, including Plants automation, in ILVA, the Italian steel leading company.

### **ENTREPRENEURIAL CAREER**

My first approach was "intrapreneurship" experience in the steel industry: I had the opportunity to create in the ILVA Group a new company, named Ilvanetwork, with the mission to re-organize the whole phone and data networks inside the company and then go outside, selling services to the Italian Industry marketplace.

It was one of the first and larger telecommunication companies in the '90, delivering services through an Italy-wide network which integrated voice and data transmission. It was based on a complete redesign of the existing separate networks of the mother company: 20 Computer Farm connected and more than 10.000 users.

Then I founded, about 20 years ago, an independent company – FareImpresa - with the idea to launch the digitalization of "old economy" sectors and create start-ups, exploiting the opportunities.

It was and it is a meaningful journey which allows me to work with large companies, public organizations and private investors and managers:

- redesigning their information systems, through strategy analysis and planning;
- proposing new organizational structure for their ICT departments;
- analysing the scenarios, relevant to the Clients' commitment, as ICT, Logistics, Open innovation;
- auditing the Information System to plan future developments;
- innovating the processes of innovation;
- technology searching to match needs, that was a partnership with NineSigma;
- creating start-up in many fields: advanced telecommunication services, as VOIP; high performance computer applications; coaching as SCOA, the school of coaching.

### **SOCIAL MEDIA EXPERIENCE**

The first opportunity was offered by a Pension Fund – Incassa – which decided to create a digital community of their associates, engineers and architects, with one main goal: to improve their revenues.

FareImpresa launched many projects to engage the professionals and to develop opportunities. The main covered themes were:

- business innovation: identifying needs and generating ideas to develop new businesses;
- start up projects: launched and supported eleven projects; some of them were successful and create new activities in areas as security in construction, architects on the road (urban regeneration), tenders;
- internationalization projects: a roadmap to create an international offering to specific targeted country and aggregating professionals with entrepreneurs to make business.

## **EDUCATION**

### **Basics**

#### **1965-1970**

Graduated as "electronic engineer" at the Politecnico in Torino. 110/110 cum laude.

#### **1974**

MBA - ISTUD.

### **Master in Business Coaching.**

#### **2008-2010**

I believe that the innovation is done by people and that technology is a key driver, which has to be managed and exploited carefully. Two years of study and practising in Coaching – SCOA Master - gave me the opportunity to understand the value of listening, asking for feedback, developing knowledge of creativity tools, coach to coachee interaction, project coaching. Today I apply coaching approach in my offering. I am certified WABC as Executive Coach.

### **MIT, Boston**

#### **2016**

U.Lab: Leading from the emerging future: MOOC Certificate

## **Perito Industriale, Diploma in Industrial Electronics**

**1960-1965**

Istituto Tecnico per Periti industriali Peano, Torino

### **EXPERIENCES DETAILS**

#### **1997- TODAY,**

**Fare Impresa srl.** CEO of the company. Offering to enterprises (B2B): technology search (alliance with NineSigma); innovation-products and processes; ICT-Information Sytems and Social digital networks design; Logistics; Coaching;

#### **2007-TODAY,**

**NineSigma**, headquarter in USA, Europe, Japan, South Korea, Australia; global leader in Open Innovation. FareImpresa is the business developer for the italian market. In 2009-2011 FareImpresa and NineSigma created a Temporary Association of Enterprises which won the Piedmont Region tender for Open Innovation to SMEs (EU funds).

#### **1989-1996**

**ILVA**, Steel company, State owned, Genova: production and commercialization of steel products; national leader, fifth worldwide producer. Director of the following centralized functions: ICT, Industrial Automation, Organization, Education. About 1.600 employees. Responsible of a spin out of telecommunication and Office Automation activities.

CEO of Ilvanetwork, spin out of ILVA, offering telecommunication services.

#### **1980-1989**

**IVECO spa**, Torino: industrial vehicles, controlled by FIAT Group.

Responsible of Human Resources Planning, for one year.

Director of Parts Logistics, global, from 1981: project "Europe" to optimize warehousing localization; full international supply chain management; design of Information System; design of integrated operations Europe wide.

#### **1971- 1979**

**Fiat Corporate**, Torino; Industrial Holding.

1971-1972: FIAT Research Center, Laboratory Analyst.

1972-1974: Industrial cost of Fiat Group project, Information System Designer.

1975-1979: Responsible, at Corporate level of ICT Fiat Group; treasury and consolidated balance sytems design and implementation.

### **PUBLISHING**

- Rossella Sobrero, Startup in primo piano, BRIT-intervista a Renzo Provedel, CSR blog, 2018
- Dario Ruggiero, Intervista a Renzo Provedel, La logistica sostenibile ed il ruolo della logistica nell'economia circolare, Dossier Unione Europea, SRM, pag. 47-52, 2018
- Renzo Provedel, Il Marchio SOSLOG per la sostenibilità logistica nelle aziende: decidere in sei passi, Dossier Unione Europea, SRM; pag. 29-35, anno 15 numero 1, 2017
- Fulvio Ananasso, Sergio Farruggia, Renzo Provedel, Monica Sebillo, Responsible Research an Innovation in Open Health and Open Science: Open and toll free data age; Open Health: from P2P (patient to Physician) to P2E (person to eco-system), CNR, 2017
- Giulio Aguiari, Renzo Provedel, Logistica sostenibile, Franco Angeli 2013.
- Federica Benatti, Renzo Provedel, Michela Rossi, Liberi professionisti e imprese internazionalizzano insieme in Brasile: i progetti pilota BRIT e FÉBUS, in RESTAURO - Economia della cultura / 2015 catalogo eventi – espositori, pagg. 82-85.
- Renzo Provedel, La nuova Ecologia, Trazione liquida, intervista, pag.14-16, November 2013.,
- Renzo Provedel, Euromerci, Logistica sostenibile: un'occasione di sviluppo & innovazione, Novembre, Serdocks, 2013.
- Renzo Provedel, IGED.it, Ogni problema ha già la soluzione nel mondo, pag. 26-27, 2013.
- Renzo Provedel, Logistika, Logistica, coaching, e sostenibilità: tre leve per innovare, pag. 6-9, 2009.
- Renzo Provedel, Mondo digitale, L'innovazione aperta: come catturare le idee dal mondo attraverso i broker dell'innovazione, pag. 78-83, marzo 2007.

## UNIVERSITIES- Teacher

- 1991-2015. Teacher in a Master at Universities: La Sapienza-Rome- Steel Industry organization; Genova, Napoli, Venezia, Torino – Master in Logistics and Transport

## AWARDS

- 2015: Project BRIT – FéBus **winner** of the Prize Yuri Gagarin project 2015. H2Biz Network.
- 2015: Project BRIT Fé-bus **selected** at the contest “Architettura: Energia per il made in italy” of Archilovers, InArch CNAPPC and MISE.

## FOREIGN LANGUAGES

**ITALIAN:** mothertongue

**ENGLISH:** Self-assessment according to European standard: Comprehension (listening and reading) B2-B2, Spoken (Interaction and oral production) B2-B2, Written C1;

**FRENCH:** Comprehension B1-B1, Spoken A2-A2, Written A2

## MEMBERSHIP

- Since 2005: Co-founder of SOSLOG (associazione italiana della Logistica sostenibile), today 2018 Vice President for Congress and Scientific Committee coordination.
- Since 2014: Board Member of Stati Generali dell'innovazione; today 2018 Member.
- 1998-2000: President of FIDA, the Italian Federation of ICT associations.
- Since 1992: Founder of CTI Liguria, association of ICT professionals; today 2018 Member



# Curriculum Vitæ

## PERSONAL DATA

**NAME AND SURNAME:** ROSSI MICHELA

I authorize the processing of my personal data pursuant to D. Lgs 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali"

**PROFESSION:** ARCHITECT

**PLACE AND DATE OF BIRTH:** Monza, 23/07/1967

C.F.: RSS MHL 67L63 F704S

P.IVA: 07382310014

**OFFICE ADDRESS:** Via Cassia, 2104 - CAP 00123 Roma (RM)

**MOB:** +39 3491827446    **SKYPE:** michelarossi.mr

**E-mail:** michelarossi.mr@libero.it

**E-mail:** michela.rossi@mundobrit.com

**PEC:** [michelarossi@architettitorinopec.it](mailto:michelarossi@architettitorinopec.it)

**Website** <http://www.michelarossiarchitetto.it/>

**Linkedin** <https://www.linkedin.com/in/michela-rossi-a2b6a994/>



## QUALIFICATIONS

- **July 1992: Degree in Architecture.** POLITECNICO DI TORINO - Faculty of Architecture. Vote:110/110 e lode.  
Title of the tesi: Problemi di consolidamento del campanile della chiesa di San Francesco in Cuneo.  
Supervisor: arch. Delio Fois – arch. Luisa Staffieri

## PROFESSIONAL EXPERIENCES

### MANAGEMENT AND ENTREPRENEURIAL ACTIVITIES

- **Since 2016:** Co-founder of **BRIT Srl.** Innovative Start up with social vocation (SIAVS). Focused on the empowerment of historic building owners.
- **2015 – 2016:** Co-founder of **BRIT - futuro comum raízes comuns.** Network for the internationalization in Brasil of Italian professionals and entrepreneurs.
- **1998 – 2015:** Co-founder of **Achinaut Srl.** Service Company focused on Architecture, Environmental Engineering and Urban Planning.

### URBAN PLANNING AND ENVIRONMENTAL SUSTAINABILITY

- **2011 – 2017:** Urban Plan (PUCG – Piano Urbanistico Comunale Generale) of Cave (RM).
- **2011 - 2017:** Strategic Environmental Assessment (VAS – Valutazione Ambientale Strategica) of the Urban Plan of Cave (RM).
- **2005 – 2006:** Private Plan "Proposte di inserimento di Piano Integrato di Intervento" in Monza (MB)

### ARCHITECTURAL DESIGN AND BUILDING RENOVATION

Private client support to identify houses suitable to their specific request: analysis of needs of the client and evaluation of the state of conservation of the building; technical expertises; technical administrative procedures; design project; executive planning; estimative metric computation; choice and definition of materials (finishes, furnishings, lighting, textiles); supervision; quality check.

- **Since 2001 in Rome :** House in Historical Building of the first half of XX Century in via Oslavia; Villa in a residential district in via Cassia; House in viale Telese; Headquarter of Directional Company in via Cassia; Villa in residential district "Olgiata"; House in residential district "Olgiata"; House in via Terni in "San Giovanni Laterano" area; Villa in via Cardinale A. Aiuti in "Castelluccia" area; Villa in residential district "Olgiata"; Headquarter of Electromedical Company in " Talenti" area; Villa in Cave (RM); Villa in residential district "Olgiata"; House in via di Vigna Stelluti in "Vigna Clara" area.
- **1994 - 2001 in Turin:** in collaboration with arch. Carlo Leonardo Rosa – House in via Valeggio "Crocetta" area; Villa in San Mauro Torinese (To); Farmhouse in Maretto (At); House in c.so Trapani; House in via Italia in the Historical Center of Settimo Torinese, (To); House in Historical Building of the first half of XX Century in C.so Re Umberto "Crocetta" area; Headquarter of Electromedical Company.
- **1992 – 1994 in Turin:** in collaboration with arch. Paolo Bombelli - Villa in Strada Santa Margherita; Villa in Strada Superga; Historical Building of the first half of XX Century in Coazze (To); Villa in Cumiana (To); House in via Valeggio "Crocetta" area.

## BUILDING CONTRUCTIONS

- **2003 – 2005:** "I Casali del Larice" – Villas in Capena (RM) built by Archinaut Srl.

## RESTORATION AND VALORIZATION OF HISTORICAL BUILDINGS

Historic Researches, Catalogation and Census, Diagnostics, Architectural Relief, Restoration and Reuse Projects.

- **1990– 1995:** as trainee at "Studio arch. F. Del Mastro e F. Vacchero" while student in architecture. Romanic Facade of Vezzolano Abbey (At); Neogothic Real Greenhouse of Racconigi Castle (Cn); Ministreria Building of Novara; Museum at "Basilica di San Gaudenzio" Dome in Novara; Lapidary Museum at the "Canonica di Santa Maria" in Novara; Historical Building in Giaveno (To); Research, Census, Dating and Diagnostics of the Historical Heritage of the "Canavese" area (To)

## INTERNATIONAL COMPETITONS

- **2002:** participation of the competition for redesigning the area of the New York "Twin Towers" launched by the Lower Manhattan Development Corporation, in Team with arch. C. L. Rosa, eng. E. Castiglia and prof. C. Castiglia.

## AWARDS

- **Dec 2015:** Project BRIT – FéBus **winner** of the Prize Yuri Gagarin project 2015. H2Biz Network.
- **Jan 2015:** Project BRIT Fé-bus **selected** at the contest "Architettura: Energia per il made in italy" of Archilovers, InArch CNAPPC and MISE.

## FOREING LANGUAGES

**ITALIAN:** mother tongue

**PORTUGUESE:** mother tongue learned in Brasil during the years lived in Belo Horizonte (1979 – 1986)

**ENGLISH:** Self-assessment of European level: Comprehention (listening and reading) B1, Spoken (Interaction and oral production) B1, Written B1. Stages in United Kingdom and in USA.

## DIGITAL SKILLS

**OPERATIVE SYSTEMS:** WINDOWS.

### PROFESSIONAL SOFTWARE

- CAD, 3D MODELING E RENDERING: Autocad
- PHOTGRAMMETRY: Zephyr Aerial
- QUANTUMGIS
- WORD PROCESSING/SPREADSHEETS/PRESENTATIONS: Office Suite (Word, Excel, PowerPoint), Google Drive tools
- VIDEO CONFERENCE/WEBINAR: Zoom, Go to webinar, Skype, Google Hangout
- LAND REGISTER: Docf