

CURRICULUM VITAE

1. **Family name:** Bonucchi
2. **First names:** Rita
3. **Date of birth:** 28 May 1962
4. **Nationality:** Italian
5. **Civil status:** Divorced
6. **Education:**

Institution [Date from - Date to]	Degree(s) or Diploma(s) obtained:
University of Bologna 1998 - 2003	Degree in Literature and Philosophy (Arts, Music and Performing Art department)
University of Modena and Reggio Emilia, 1982 - 1986	Degree in Economics and marketing
Ifaf 2009	Master in Digital Marketing and Communication

7. Language skills:

<i>Language</i>	<i>Reading</i>	<i>Speaking</i>	<i>Writing</i>
Italian	Mother tongue	Mother tongue	Mother tongue
English	1	1	2
German	1	1	2
Spanish	2	2	3
French	2	2	3
Bahasa Indonesia	3	3	3

8. Membership of professional bodies:

- A.I.S.M. (ITALIAN ASSOCIATION OF MARKETING STUDIES)
- T.P.P. (ADVERTISING TECHNICIANS)
- YOUNG ENTREPRENEURS (VICE PRESIDENT OF THE ASSOCIATION OF YOUNG ENTREPRENEURS OF BOZEN)

9. Other skills:

Advanced user of MS Office (all version), IBM s/36 and as 400 system; familiar with both Microsoft and Apple; website design; business planning; market analysis, bpr, professional writing and web writing.

10. Present position within the organisation:

Owner, Managing Director, and supervisor for all the projects of Bonucchi & Associati srl.

Selected and included in the **Portrait Gallery of Excellent Women-Entrepreneurs of United Nations Economic Commission for Europe.**

11. Years with the organisation: 17 years

12. Key qualifications:

- Adult Training, training of trainers, skills and needs assessment especially in marketing and marketing organisational and development strategies (including; internationalization, feasibility studies; wide experience in international lectures and conferences;
 - Experienced consultant in provision of Business support providers' strengthening and services amelioration including in support of private sector and specifically micro, small and medium enterprises development
 - Human resources management, team working, problem solving;
 - Project Management, context analysis, priority identification, time management;
 - Coaching and Mentoring in the phase of SMEs start-up, Business Plan development.

13. Specific experience relevant to the project:

Country	Date from - Date to
Turkey	2008- on-going

14. Professional experience:

Date from - Date to	Location	Company	Position	Description
Jan. 1994 onwards	Milan, Italy	Bonucchi & Associati srl	Owner and Managing Director	The company is specialised in Consulting and Training for Marketing, Enterprise Creation and Cultural Marketing. Rita Bonucchi is active mainly as marketing consultant and supervisor for all consultancies. Some of the advice courses offered by the company: <ul style="list-style-type: none"> ➤ Sector analysis focusing on marketing research and planning and taking into consideration sub-sectors and segmentation ➤ Business Plan development for internationalization aimed at strengthening export –led activities/production ➤ Business Plan development for start-up specifically for would be entrepreneurs ➤ Business Plan development for operating enterprises from a variety of business/industry sectors ➤ Development of Marketing Plans specifically per sector including ad hoc development of marketing strategies ➤ Communication Plans aimed at raise awareness to identified target groups or massive audiences ➤ Project management including attribution to staff resources of competences/responsibilities, organizational development, hr development ➤ Marketing for technological innovation, tailored for enterprises whose products bring a high innovation component ➤ Marketing for micro enterprise, typically adaptable to the Family owned enterprises ➤ Territorial marketing aimed at promoting remote areas for attracting investment/tourism
May 2012	Seychelles	Formaper	Senior consultant/ Trainer	Seychelles Alliance for women's development, provided training with focus on 4 macro-topics: - the fundamentals of business planning and enterprise organization - the methodologies for effectively assisting women in developing sustainable micro-business projects: how to measure individual "entrepreneurial skills" (based on Formaper self-assessment methodology), how to inform and orient the woman to self employment & micro-business, how to deliver entrepreneurship training and consultancy (e.g. how to assist the women in the preparation and implementation of the business plan) - the launch and management of a micro business incubator
May 2009, August 2009	Kaliningrad, Russia	Formaper	Senior consultant	TACIS IBPP Project "Kaliningrad Alliance for Women Empowerment" The project aims at strengthening the capacity of Kaliningrad's civil society to address the needs of women in crisis thereby contributing to the reduction of social marginality in the local community and supporting the development of social dialogue and co-operation between civil society and public institutions. Provided capacity building services in marketing activities of the Centres and advised upon marketing development strategies to adopt
Feb.2009, Dec 2009	Almaty, Taraz, Chimkent, Enbek, Kazakhstan	Formaper	Senior Business Development expert	TACIS IBPP "Boosting a Culture of Women's rights in Kazakhstan" - Integrated project to reduce social marginality and empower vulnerable women in Kokchetav, Chimkent, Taraz, Enbekshi- Kazak. Specific responsibilities undertaken include: Training of Trainers- development and delivery of training to the NGOs of 4 target regions on female entrepreneurship development, business development and marketing strategies development , set up of virtual business incubators for would-be women entrepreneurs. Coaching and mentoring of the local staff of Women Help Desks and Women Business Incubators.
September 2008	Ulan Batar, Mongolia	Formaper	Senior consultant/ Trainer	CN/ASIA-INVEST/046 (137-140) "EU - TransMongolia partnership for sustainable tourism and related businesses development" . Setting up an incubator (enterprises start-up): Services delivered were to train a group of people inside Asian partner to staff a start up desk that will create and launch new micro businesses connected to sustainable tourism and related businesses. After the capacity building session held on a trainers of trainers session , local staff will provide strategic and technical support to local entrepreneurs and professionals both start up as well as the existing ones. This training includes on business planning with a strong focus on marketing development for individual business plans as well as for local start-up desk operations. Training delivery included , inter alia, the following: adult training of trainers techniques and tips, how to write a business plan. This latter component focuses on marketing services, marketing development strategies, access to finance, operations management, human resources tasks assignment, commercial distribution services.
June - July 2008	Pendik, Corum, Turkey	Formaper	Training expert	EuropeAid "Technical Assistance for development of Incubation Centres for supporting women entrepreneurship" . Specific responsibilities: <ul style="list-style-type: none"> • Training design and delivery to local personnel of Incubation Centres and local trainers and consultants • Development of Manual for Business start up development and training inclusive of marketing research and planning • Support to women entrepreneurs: this component involves specific activities for and with women entrepreneurs who will be the tenants of the incubators. Specific SME start-up training and mentoring delivered to meet specific tenants needs on marketing services, access to finance, operations management, technology and innovation, Human resources development, distribution services.
Aug. -Sep.; Oct. - Nov. 2007 March - April July08	Aleppo, Damascus, Syria	Formaper	Senior International Marketing Consultant, Trainer	Project MEDA/2005/17542 "SME Support Programme in Syria" . Carried out three short-term assignments on "International Marketing & Marketing Strategies" , "Consulting Skills training course", and "Web Marketing as a Promotional Material" where specific objectives of the assignments included training of managers from the SMEs to be more professional in performing their duties and providing direct assistance to few selected SMEs, as well as training of local consultants at SEBC on Consulting Skills and Management Standards.
2006 - 2007	Nepal, Italy	Formaper	Senior consultant/ Trainer	Asia-Invest ALLIANCE "Fair Trade in Nepal" project. Specific objectives of the project include enhancement of the capacity building and reinforcement of networking with European business organizations of the Nepalese Intermediary organization called Fair Trade Group Nepal, a forum of organizations committed to fair trade in the handicraft sector located in Kathmandu, Nepal. Activities carried out in the frame of the project relate to training sessions formulation and delivery for facilitators in Nepal. The training of 36 facilitators on how to manage handicraft business, how to design according to EU consumers expectations and how to develop a sustainable export strategy for Nepalese small producers including related international costs/customs, developing e-commerce opportunities in the handicraft sector, developing a correct marketing plan for export foreseeing the future sustainable capacity of FTG Nepal to assist and facilitate export initiatives.
2006 - 2007	Russia	Formaper	Senior Consultant/ Trainer	TACIS Institution Building Partnership Programme (IBPP) "Strengthening of civil society as a key for women's empowerment: integrated project to fight domestic violence and promote women's self employment in Kaliningrad". Trained a pool of facilitators to stimulate and orientate women overcoming crisis to self-employment and micro-business. As such provided capacity building services in marketing activities of the Centres

Date from - to	Location	Company	Position	Description
2006 - 2007	Russia	Formaper	Senior Consultant/ Trainer	EC Framework Contract AMS/451 – Lot 8 – “A municipal System of Rehabilitating Women in Crisis – Russian Federation”. Activities carries out include: <ul style="list-style-type: none"> To train and upgrade staff, to increase the efficiency of the Centre’s work via adaptation and testing new technical measures. To introduce the selected methodology and disseminate the experience of comprehensive rehabilitation of women in crisis caused by the violation of their rights for privacy and individual development.
2006 – 2007 - 2008	India, Italy	Formaper	Trainer	ASIA INVEST “Improving the business development support and counseling skills for pro poor micro and small enterprises (MSEs) in tsunami affected districts of Kerala.” Specific objective was to support Kudumbashree Micro Enterprise Consultants (MECs) to develop high quality, effective development support and counseling skills for pro poor MSEs. The aim of this 30-month project was to support Kudumbashree (an Indian intermediary business organization) and their team of 350 Micro Enterprise Consultants (MECs) to develop high quality, effective business development and counseling skills for pro-poor micro and small enterprises (MSEs) so that they are able to access European markets effectively. Responsible for a training of trainers programme for 15 participants (5 from Kudumbashree core staff and 10 MECs). And mentoring while the 15 trainers trained an additional 40 MECs.
2006	Egypt	Eurecna	Trainer	Provided technical assistance for improving the international competitiveness of 50 Egyptian ICT companies.
2005 - 2006	Indonesia	Formaper	Senior Consultant/ Trainer	European Commission - ASIA INVEST Programme Project – “Euro-Bali export network”. The short term assignment relates to the provision of training for 36 Bali SMEs to prepare them for exporting their goods to Europe as well set up a long-term sustainable structure to support Indonesian (Balinese) SMEs in their export efforts and facilitate the process. <ul style="list-style-type: none"> Training of KSBA staff trainers and facilitators (project management, adult pedagogy) Training of SMEs (e.g. business planning, export marketing strategy, setting price, foreign marketing, CRM, EU Standards, Quality-management systems)
12/2004 - 10/2005	Serbia and Montenegro	Formaper	Advisor / Trainer	In the framework of the UE CARDS funds - “Eurochambres PARTNERS Programme - Project of Assistance to Regional Trade and Networking for Economic Recovery and Stability” initiative promoted by Eurochambres with the following objectives i) To reinforce the capacity of the national and regional Chambers in Western Balkan countries so as to enable them to actively promote intra-regional trade and co-operation; ii) To empower Chamber organizations in the region to take up a leadership role in promoting local development and attracting investments. Provided Advisory services for the organizational need analysis and trainer on service delivery tools and methodology. (Training of trainers delivery; Administrators’ training).
2003 - 2004	Italy	Formaper	Senior consultant/ Trainer	Bilateral Programme: Russian Managers in North-Eastern Italy II, III and IV Italian Ministry of Foreign Affairs. Law no. 212/92. The project objective is to deliver training in Italy to Russian young managers in the frame of the “Programme on Training managers and executives for the enterprises of national economy of the Russian Federation” as well as create and consolidate a network of relations between Italian and Russian enterprises. Specific responsibilities included specialized training during class lessons and laboratory exercises. Modules on Internationalization of enterprises activities thereby including commercial distribution policies, export-related issues, International Marketing and access to international opportunities.
1999	Ukraine	Formaper	Trainer	TACIS Program “Becoming a Women entrepreneur service sector” . The Programme was aimed at developing in potential women entrepreneurs the business skills and the confidence necessary to initiate, launch and run a business successfully in the service sector. The women entrepreneurs were encouraged to complete their pro-forma business plan. During the training program each participant was provided with a pro-forma work book which they could partially complete during the course and which will provide a personal and business development framework on completion of the course
1999	FYROM Macedonia	Formaper	Trainer	Financed by the European Training Foundation - Entrepreneurship development in FYROM. The specific objectives of the project were to provide the staff of the Workers University with the skills to analyze the training needs of SMEs, and to prepare, design and deliver targeted courses in the field of SMEs. The contents of the “Training Trainers programme” were focused on providing the participants with theoretical and methodological tools for fostering enterprise creation, “From the idea to the business plan”, and transferring methodologies upon marketing and price setting and techniques of training need analysis and entrepreneurial training.
April - May 1997	Ukraine	Formaper	Trainer	Financed by the Italian Government – Ministry of Foreign Affairs, Law 212/92. Training Programme for managers for the economic and international co-operation. Development and Implementation of training modules for 15 Ukrainian consultants of the Economic Institute of Management
Jan. - Mar. 1997	Ukraine	Formaper	Trainer	TACIS/BISTRO KIEV Project “Training for Women trainers in the field of Women’s Enterprise Development” . Responsible for the design and delivery of the training of trainers component.
1993 - 1996	Vietnam, Malaysia, Thailand	Italian companies	Consultant	Consultant for a group of Italian companies, selecting suppliers for medical apparel, cleaning apparel and rubber products.

July - Nov. 1996	Romania	Italian Investors	Consultant	Consultant for a group of Italian Investors in Bucharest (Deterprojet)
April 1992 – Dec.93	Ortisei (BZ), Italy	SEVI Spa	Marketing Director	Full Management of Marketing Strategy for all markets, with the precise goal to organize the function, to a new company positioning in the market, to introduce Global Marketing concept, to organize and manage the Sales Forecasting System .
1989 - 1992	USA, EU Countries	SEVI Spa	Marketing Director	International market research and complete revision of distributors network for Sevi Spa.
1986	USA	Korff -	Marketing Manager	Representing Korff in a joint-venture with Schering-Plough.
Sep. 1985 – Feb. 89	Vicenza, Italy	Korff	Marketing Manager	Full Management of Advertising Strategy, relations with agencies, Organization of Marketing Dept. Later in charge for Product and Promotion Strategies for Italy and abroad. Itinerating marketing director in Korff branche in USA, Netherlands, Spain, Finland, Switzerland

15. Publications:

- Bonucchi, R., Il rapporto tra imprenditori e professionisti della comunicazione, "Newsletter Formaper" 2/1994, pp. 8-9
- Bonucchi, R., Gli strumenti di comunicazione per i musei: le politiche low-budget, Atti del convegno "Museo in Italia tra passato presente e futuro" Somedia, Venezia, 1996
- AA.VV., Uomini & Musei. Agenda dei musei 1997, a cura di Rita Bonucchi, Bonucchi & Associati, Milano, 1996
- AA.VV., Uomini & Musei. Agenda dei musei 1998, a cura di Rita Bonucchi, Agrifoglio, Milano, 1997
- Bonucchi, R., Maggiore chiarezza sulla sponsorizzazione culturale in Uomini & Musei. Agenda dei musei 1998, Agrifoglio, Milano, 1997 pp. 8-9
- Bonucchi, R., Satta, N., Il marketing osserva il sistema: l'analisi della Rete Museale dell'Alto Vicentino, supporto off line CD Rom, edito da Bonucchi & Associati, 2002
- Bonucchi, R., Satta, N., Un territorio da promuovere: formazione, ricerca di mercato, nuove tecnologie. Presentazione dei risultati del progetto "La comunicazione d'area: esperimenti di comunicazione globale della zona vignolese", supporto off line CD Rom, edito da Bonucchi & Associati/ Modena Formazione, 2002
- Bonucchi, R., Le ricerche di mercato per l'estero, CD Rom edito dal Centro Estero delle Camere di Commercio Lombarde, Milano, 2002
- Bonucchi, R., a cura di, Come valorizzare il contributo femminile allo sviluppo e al benessere, Assoservizi, Milano, 2003
- Bonucchi, R., All'indietro e sui tacchi a spillo? Il contesto operativo dell'imprenditoria femminile in Come valorizzare e potenziare il contributo femminile allo sviluppo e al benessere, Milano, Assoservizi, 2003, pp. 20-23
- Bonucchi, R., Succo di cervello: la filosofia di un'azienda tra affetti, idee innovative e passaggio generazionale in Come valorizzare e potenziare il contributo femminile allo sviluppo e al benessere, Milano, Assoservizi, 2003, pp. 66-70
- Bonucchi, R., Audimuse, metodologia di auditing estesa al sistema museale, Atti del convegno "CulturMed", Catania, 14-15 Aprile 2003
- Bonucchi, R., Satta, N.; "Casi di eccellenza e buone prassi nella promozione e valorizzazione del turismo in Emilia Romagna"; supporto off line CD Rom, edito da Bonucchi & Associati/Modena Formazione, 2003
- Bonucchi, R., Satta, N.; "Il turismo rurale"; supporto off line CD Rom, edito da Bonucchi & Associati/Modena Formazione, 2003
- Bonucchi, R., Satta, N.; "Il turismo tra realtà operativa e programmazione strategica"; supporto off line CD Rom, edito da Bonucchi & Associati/Modena Formazione, 2003
- Bonucchi, R.; "Il marketing ai tempi della crisi", Brescia Futuro – Periodico dell'Ordine dei Dottori Commercialisti di Brescia, 02/2004, pp. 55-56
- Bonucchi, R.; "Il marketing a misura d'impresa", Brescia Futuro – Periodico dell'Ordine dei Dottori Commercialisti di Brescia, 01/2005, pp. 21-22
- Bonucchi, R.; "Idee, fatti e buone prassi per l'impresa femminile a Vicenza", Centro Produttività Veneto, 2006
- Bonucchi, R.; Bertoni, E.; Servizio Nuova Impresa di Vicenza; "Guida pratica alle opportunità al femminile"; Centro Produttività Veneto; 2008