europass

Daniela Dubla

ESPERIENZA LAVORATIVA

2020 – ATTUALE – Bologna, Italia
C11. INNOVATION & BUSINESS CONSULTANT – INNER.ME SRLS

Strategic Consultant
- For consolidated companies - *Innovation Strategy & Startup Relationship Consultant*: Successfully collaborating with corporate to create and manage startup calls & co-innovation programs (es. www.camstinnovation.com);
- For startups - *Business Development (B2B):* Successfully collaborating with startups and young organisations to boost their evolution path.

Ecosystem Advisor
- Advisory Board Member for EmilBanca co-working space

2017 – ATTUALE – Bologna, Italia
C11. PRESIDENT & CO-FOUNDER – MINDSETTER

Co-founder of a Network of 50 Tech Startups
- *Community building:* Built a community of 50 startups from scratch
- *Networking*: Created bridges between consolidated companies, startups and policy makers.
- *Ecosystem Design:* Supported policy makers in the design of startup policies
- *Community Management & Engagement:* Built and led a cross-industry team of founders remotely, to carry out the main activities of the community and to ensure they are aligned with our values.
- *Open innovation*: Identify, negotiate and secure the best corporate partners to create new business opportunities for startups.
- *Venture Building*: Designed and managed an awarded open innovation program.

2016 – ATTUALE – Bologna, Italia
C11. FOUNDER & CEO – INNER.ME SRLS

Founder of an HR Tech Startup.
Responsible for creating, developing and consolidating the company:
- *Prototyping:* Define mobile app & platform strategy, including MVP and service design, brand identity and business modelling.
- *Networking*: Settle strategic partnerships and relationships for the go-to-market.
- *Market Validation:* Case study analysis and sales strategy design.
- *Growth*: Managing for market expansion and growth.

People development inside organisations enabled by technology. | www.inme.space

2018 – 2021 – Bologna, Italia

C11. DOCENZA UNIVERSITARIA – INNER.ME SRLS

- 6 ore di formazione erogate per Lectio-testimonianze in diversi corsi universitari e post-universitari su startup ed ecosistemi dell'innovazione (Facoltà di Ingegneria dell'UNIBO, Bologna Business School, Facoltà di Psicologia dell'UNIBO)
- Organizzazione workshop formativi per studenti universitari (Corso di Gestione dell'Innovazione e dei Progetti c/o Facoltà di Ingegneria dell'UNIBO)
- Membro esterno della commissione di valutazione dei progetti di startup degli studenti della Laurea Magistrale in DESIGN DEI SERVIZI, corso di Advanced Design.

02/2021 – 04/2021 – Bologna, Italia
C3. DOCENZA PROGETTI PCTO – IPSAS ALDROVANDI RUBBIANI

150 ragazzi x oltre 50 ore di formazione x 15 gruppi e relativi progetti di impresa
Percorso guidato di avvicinamento all'imprenditorialità, fatto di nozioni, testimonianze e casi d'uso dal mondo delle startup, e di accompagnamento alla realizzazione e presentazione dei progetti di impresa.

2010 – 2015 – Bologna, Italia
CRM SPECIALIST – GRAND VISION BV

Responsible for planning and executing multichannel CRM and loyalty initiatives.

- *Lifecycle Management:* Designed a successful and internationally awarded customer-lifecycle-based marketing program, with a steady growth of DM activities net redemption *(+30% vs previous year).*
- *Data Management:* Successfully managed a 2million record DB and developed BI Tools for CRM purposes, maintained in collaboration with internal IT Dep.
- *Data Analysis*: Customer data analysis and enhancement for segmentation purposes.
- *Best Practices Design & Global Sharing*: learn EU best practices and co-design CRM strategies at Dutch headquarter, for them to be applied at a global level.

2007 – 2010 – Bologna, Italia
JUNIOR PRODUCT MANAGER – COSWELL SPA

Responsible for brand management of *L'Angelica Health Food* (FMCG)

- *Product Management:* Deliver marketing activities (GDO data & consumer insights, product design, pricing and promotions, P&L analysis)
- *New product Launch*: Define and launch 14 new products (food supplements and herbal teas*,* all still in the market), collaborating with R&D and Sales Departments
- *Marketing & Communication*: Created below and above the line communication (print & digital campaigns).

2004 – 2005 – Parma, Italia
QA & REGULATORY AFFAIRS ASSISTANT – GLAXOSMITHKLINE

- *Regulatory Documentation:* Preparing the documentation to be enclosed in technical dossiers and submitted to foreign Regulatory Authorities for the registration of pharmaceutical products
- *Contractual Agreements*: Contracting conditions of supply with markets and related writing of Technical Terms of Supply

ISTRUZIONE E FORMAZIONE

2002 – 2005 – Parma, Italia
DIRITTO INTERNAZIONALE – Facoltà di Giurisprudenza, University of Parma, Italy

Core subjects: International Law, International Organisations, International Economics, Competition Law, Private Law

Tesi: "Horizontal mergers between multinational companies. The case study of GlaxoWellcome-SmithKline Beecham". Analysis of multinational companies' growth strategies and of their economic reasons, detailing when horizontal mergers are consistent with EU competition law.

104/110

1999 – 2003 – Nottingham Trent , Regno Unito
A1. BACHELOR OF ARTS (WITH HONS) IN INTERNATIONAL BUSINESS – Nottingham Trent University

Core subjects: International Business; International Marketing; Corporate Strategy; HR Management.

Tesi: Dissertation Title: "The latest challenge for breakfast time: Exploring Mulino Bianco strategic scope for a new brand of breakfast cereals". Empirical thesis addressed to develop a brand building strategy around a Barilla trade mark.

2nd class, upper division

COMPETENZE LINGUISTICHE

Lingua madre: **ITALIANO**

Altre lingue:

	COMPRENSIONE		ESPRESSIONE ORALE		SCRITTURA
	Ascolto	Lettura	Produzione orale	Interazione orale	
INGLESE	C2	C2	C2	C2	C2
SPAGNOLO	C1	C1	B2	B2	C1
FRANCESE	A2	C1	A2	A2	B1

Livelli: A1 e A2: Livello elementare B1 e B2: Livello intermedio C1 e C2: Livello avanzato

COMPETENZE DIGITALI

Tool digitali

CRM aziendale | Excel livello avanzato: rappresentazione dati utilizzando tabelle , formule, pivot e grafici. | Padronanza del Pacchetto Office (Word Excel PowerPoint ecc)

Competenze digitali

app design | Prototipazione esperienze digitali | Grafica Web, Adattiva, Responsive | Community Management | Digital Marketing

Competenze formative

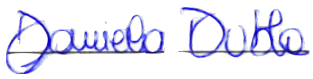
progettazione contenuti e-learning | Esperienza nella creazione di presentazioni e video per la didattica a distanza | Team-work mindset: team builder, team leader and team player

Competenze Innovazione & Startup

Project Management & Project Development | Creazione e gestione di startup digitali | Innovation management | Open Innovation | Ottima conoscenza di Marketing e Strategie di business | Entrepreneurial thinking

---

Autorizzo il trattamento dei miei dati personali presenti nel CV ai sensi dell'art. 13 d. lgs. 30 giugno 2003 n. 196 - "Codice in materia di protezione dei dati personali" e dell'art. 13 GDPR 679/16 - "Regolamento europeo sulla protezione dei dati personali".



22/02/2022

Daniela Dubla