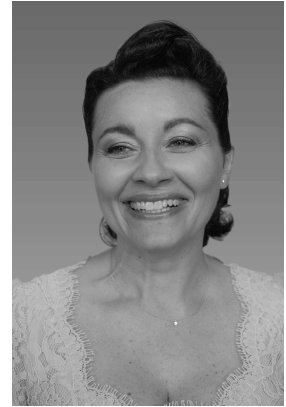


# SARA BICCHIELLI

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birth date        18th June 1975  
nationality       Italian and Dutch

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## INTRODUCTION

I'm a versatile manager with extensive experience on a wide range of fields and functions: project, program, account, event, studio and general management; communication design, brand experience, product development, creative production, marketing, fashion and education. I've operated within everything from large internationals down to small and mid sized companies of corporate, creative, community and artistic environments. That broad experience has enhanced my ability to smoothly adapt to different companies' identity and dynamics, run programs and set up new businesses independently.

In the last years I've gained relevant experience as project/program manager for integrated marketing and communications campaigns, managing complete go-to-market programs for global product launches, including sponsorship alliances with top international sport athletes and their teams. As certified scrum master, I make use of agile practices to improve effectiveness within organizations, processes, teams and to coach individuals in their professional path and within team context.

I'm now looking for opportunities where my excitement for agile practices, my solid project management background and my talent for people management can be at the service of companies needing a senior support in the guidance of their teams and the development of their business. I'm open for both interim opportunities as well as permanent ones, where I can also further develop my professional experience.

## WORK EXPERIENCE

current            ITALIAMOCI (management), CARFUL (business development)

26.09.18/19.04.19   BOSE PRODUCTS BV, Purmerend, Netherlands  
*creative program manager*

- resourcing and managing the go-to-market program for the global Headphones studio (US and NL), including sponsorship alliances programs for NFL, F1 and USSA. Facilitating effective delivery, removing impediments and coaching remote distributed cross-functional teams. Continuous alignment with global marketing planner on product backlog priorities. The program included all global activities from digital to print, online/in-store, own channels and resellers, brand activation, shoots/photoshoots, videos, interior design, shop windows, packaging, POS material, demo displays, websites, shop in shop, social media - and the localization for the following markets: US/Canada, EMEA, LATAM, APAC.
- supporting the organization in its agile transformation and coaching teams
- creative studio manager for the onsite NL team

19.12.17/25.09.18   BOSE PRODUCTS BV, Purmerend, Netherlands  
*creative project manager*

- resourcing and managing global projects for the NL creative studio and the F1 alliance program, facilitating effective delivery and removing impediments
- creative studio manager for the NL team

08.02.2008/present   IN PRODUKTIE, Amsterdam, Netherlands  
*owner, management and design services*

- freelance account/program/project management and scrum master/agile coach

- 01.07.13/31.12.13 PHILIPS DESIGN BV, Amsterdam, Netherlands  
*packaging artwork lead Beauty*
- set up the managing position for Philips Personal Care Beauty packaging delivery and the marketing assets team, coaching all involved parties in the new structure
  - responsible for the Beauty packaging program worldwide, budgets >1m euro
- 01.08.11/30.06.13 PHILIPS DESIGN BV, Amsterdam, Netherlands  
*project manager*
- manage product and communication design projects for Philips Personal Care, Beauty category, Wake up Light and Sleep
- 06.04.10/08.07.10 PHILIPS DESIGN BV, Amsterdam, Netherlands  
*project manager*
- manage communication design projects for Philips Personal Care, Beauty Haircare
- 11.02.08/31.10.09 PHILIPS DESIGN BV, Amsterdam, Netherlands  
*account project manager*
- manage design and communications projects for the Philips Home Living account involving premium propositions awarded with the iF communication design award
  - liaise with account director on client relationship and stakeholders' management
- 10.12.07/14.01.08 PHILIPS DOMESTIC APPLIANCES BV, Amsterdam, Netherlands  
*garment care management assistant*
- 10.09.07/31.10.07 PHILIPS INTERNATIONAL BV, Amsterdam, Netherlands  
*global marketing management – event manager*
- core team member of the Simplicity Event organization, brand experience project, London, 23-25 October 2007
- 2002-2007 ECOSAN SAS, Florence, Italy  
*general manager*
- sales/purchases; import/export (EMEA, APAC, US); financials, PR, EU programs
  - Novosan exclusive agency for Italy and business development with 3M
- 2002-2004 SILLYSTRATIONS, Florence, Italy  
*account project manager*
- agent for Sillystrations, Dutch designer; responsible for Italian clients/projects
- 2001 COMPAGNIA DI DANZA VIRGILIO SIENI, Florence, Italy  
*production manager*
- production of contemporary dance performances in Italy and abroad
- 2001-2008 SIMONETTA SPA, Italy - DUE-TI MAGLIA SRL, Italy - MAMBO, Italy  
*fashion event collaborator*
- Pitti Bimbo/Uomo: Simonetta, Roberto Cavalli, Fay, Mambo, 97 Rue de Mimosas

## **EDUCATION**

- 1995-2001 FACOLTÀ DI ECONOMIA E COMMERCIO, University of Florence, Italy  
*Master's degree in Economics magna cum laude*
- thesis on: "Economy and society in the history of Florentine theatres in the '800": winner Premio Fondazione Spadolini in 2001, awarded as the most original thesis by the President of Italian Republic in 2001 and Facoltà di Economia in 2002
- 1999 UNIVERSITY OF SYDNEY, Sydney, Australia  
*scholarship PRUA project, Italian exchange Project for Universities in Australia*

## LICENCES AND CERTIFICATIONS

2019 PROFESSIONAL SCRUM MASTER I, Scrum.org



## LANGUAGES

Italian native  
English fluent  
Dutch fluent

## ADDITIONAL INFORMATION

A and B driving licenses  
Knowledge of: *Kanban, Lean, Design Thinking, LeSS, SAFe, DSDM, Crystal, Mural, Workfront*

## OTHER ACTIVITIES

- 01.11.2015/present ITALIAMOCI, Amsterdam, Netherlands  
*owner*
- non-profit organization that promotes the Italian language and culture
- 2015-present ESSEINTRICS, Amsterdam, Netherlands  
*certified fitness program instructor*
- 1994-2001 BRENDA HAMLYN - DANCE ACADEMY, Florence, Italy  
*dance teacher (ballet, modern, contemporary dance, introductory ballet for kids)*
- 1999 ICE, Italian Trade Commission, Sydney, Australia  
*researcher (leather tanning in Australia published by IRPET)*
- 1992-1993 CLUB IL VORTICE, Florence, Italy  
*trainer at the international gyrotonic centre for dancers*

## EXTRA

- *dance*: studies in ballet, modern, contemporary, folk and oriental, teacher diplomas (ISTD, London)
- *theatre*: acting diploma (Laboratorio 9), performances with Raco, Terzopoulos, Reimondi&Caporossi
- *karate*: courses at the Police District of Florence

## APPENDIX

\* IN PRODUKTIE accounts:

*Bose Products bv*, sound systems and stereos manufacturer, Purmerend; *De Wasfabriek*, recycling company, Amsterdam; *Philips Design*, communication design, Amsterdam; *Philips Consumer Lifestyle*, consumer electronics, Amsterdam; *Philips Design*, consulting innovation design, Eindhoven; *NCN*, Netherlands Centre for Neurotechnology, Nijmegen; *Mini Lodge*, Mini specialist, Muiderberg; *Cherokeeland*, Jeep Cherokee specialist, Muiderberg; *Pay Logic*, ticket facilities, Amsterdam; *Cash 4 KM*, TV show, Amsterdam; *Jurk*, Jeroen van Koningsbrugge and Dennis van de Ven, Amsterdam; *World events*, global event management agency, Amsterdam; *3 circles media*, crossover media production, Amsterdam; *Monique van de Ven*, Zomerhitte, movie production, Amsterdam; *Chantal Bruinsma*, theater production, Amsterdam; *Ciba Vision*, eye care company, Benelux; *Cup of jo*, mobile coffee company, Amsterdam; *Doublejo*, media and event organisation, Amsterdam; *Polygoon producties*, motiongraphic and movie direction, Amsterdam; *Premium Classics*, classic cars specialist, Vught; *Ecosan*, professional supplies distribution, Italy; *Othala*, real estate management, Amsterdam; *Fabulous Woman*, Fashion, Amsterdam; *All Year Tuscany*, booking agency, LA; assignments in collaboration with Polygoon producties for the accounts: *AUB, Glomobi, Icare, Llink, Spits*.