

# SARA BICCHIELLI

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## INTRODUCTION

I am a versatile manager with over 20 years of professional experience across a diverse range of fields and functions. My roles have spanned project and program management, people management, process improvement, learning development and change management, Scrum Master, and various management positions including account, event, and general management. My extensive consulting experience in the Netherlands, including my tenure at Tesla, has equipped me with a robust ability to adapt seamlessly to different corporate identities and dynamics.

In the consumer electronics and tech sectors, I have operated across numerous branches and departments such as product development, communication design, brand experience, creative production, marketing, facility management, service equipment and tooling, real estate, architectural design, construction management, and analytics. This broad exposure has honed my skills in running programs, guiding people through change, supporting leadership in organizational transformations, develop training programs, and independently establishing new business ventures, like my local non-profit education organization.

I have successfully collaborated with cross-functional global teams, delivered supportive analytics tools, and trained large groups of international stakeholders. One of my core strengths is building bridges, not as an architect or engineer, but by connecting people, listening to their needs, and empowering their capabilities. These bridges foster cross-functional and cross-country collaboration within and between teams and companies.

The companies I choose to work with share a common goal: they positively impact people's lives. Key qualities I seek are integrity, inclusivity, and empathy, as these are essential for fostering a meaningful and supportive workplace culture.

I hold a Trust Person certificate, a qualification that enhances the value I bring to the organizations I work with. My goal in any role is to create safe and nurturing work environments where colleagues and teams can thrive.

## WORK EXPERIENCE


- TESLA INTERNATIONAL BV, Amsterdam, Netherlands**
- 07/2022-present *staff program manager – EMEA Infrastructure Development Analytics*
- business analysis and solutions mapping to establish a data-driven culture within EMEA Infrastructure Development
  - development, launch and implementation of a cross functional model driven app, to enable a one EMEA Infrastructure Development integrated team
  - scrum master, stakeholders' management, branding, communication campaign
  - training programs development
  - team lead and global reporting alignment
- 01/2021-07/2022 *senior program manager – EMEA Market Expansion and Operations*
- development and management of cross functional programs, such as architectural and technical due diligence, 3D scanning, risk reduction programs
  - mapping and improvement of Infrastructure Development processes, including location search, architectural design, construction project management, facility management, service equipment and tooling management, decommissioning
  - initiation and enhancement of stakeholders' collaboration: IT, Security, EHS, Sales, Service, Delivery, Business Operations, Business Planning, Global Ops, Talent & Learning Development
- 02/2020-01/2021 *senior program manager – Facility management | freelancer*
- development of Planned Preventive Maintenance programs, as benchmark for EMEA wide implementation
  - development of EMEA wide Service Equipment maintenance and inspection programs and improvement of Tooling calibration program
  - enhanced stakeholders' management to support programs adoption
- BOSE PRODUCTS BV, Purmerend, Netherlands**
- 09/2018-04/2019 *creative program manager | freelancer*
- resourcing and management the go-to-market program for the global Headphones studio (based in US and NL), including sponsorship alliances programs for NFL, F1 Mercedes, Lewis Hamilton, USSA. Program to include:
    - all global activities from digital to print, online/in-store, own channels/resellers, brand activation, photoshoots, videos, interior design, shop windows, packaging, POS material, demo displays, websites, shop in shop, social media
    - localization for the following markets: US/Canada, EMEA, LATAM, APAC.
  - guide the organization in its transformation towards agile working and the transition to new teams set up
  - creative studio and people manager for the headphones team
- 12/2017-09/2018 *creative project manager | freelancer*
- resourcing and management of global projects for the NL creative studio and the F1 alliance program with Mercedes and Lewis Hamilton
  - creative studio and people manager for the NL team
- PHILIPS DESIGN BV, Amsterdam, Netherlands**
- 07/2013-12/2013 *packaging artwork lead Beauty | freelancer*
- set up the managing position for Philips Personal Care Beauty packaging delivery
  - responsible for the Beauty packaging program worldwide, including budgeting
  - team manager
  - global vendors management

- 04/2010-06/2013 *project manager | freelancer*
- manage design and communications projects for the Philips Personal Care account, Beauty category
- 02/2008-10/2009 *account project manager | freelancer*
- manage design and communications projects for the Philips Home Living account with premium propositions awarded the iF communication design award
  - responsible for timing, budget and contact with globally based suppliers
  - account and stakeholders' management
- PHILIPS DOMESTIC APPLIANCES BV, Amsterdam, Netherlands**
- 12/2007-01/2008 *garment care management assistant*
- coordinate the yearly planning for the team and manage VP's agenda
- PHILIPS INTERNATIONAL BV, Amsterdam, Netherlands**
- 09/2007-10/2007 *global marketing management assistant – event manager*
- core team member of the Simplicity Event organization, brand experience project, London, 23-25 October 2007
  - coordinate all aspects of the guest hospitality experience
- ITALIAMOCI, Amsterdam, Netherlands**
- 11/2015-present *owner*
- management of non-profit organization to promote the Italian language and culture in Amsterdam
  - organization and design of Italian language and culture courses, teaching
  - people management
  - cultural event management
- IN PRODUKTIE, Amsterdam, Netherlands**
- 02/2008-present *owner*
- management and design services
  - account/program/project management and scrum master on freelance and project base
  - training and coaching
- ECOSAN SAS, Florence, Italy**
- 01/2002-07/2007 *general manager*
- sales and purchases - import/export (EMEA, APAC, US)
  - HR and people manager
  - marketing and communications
  - Novosan exclusive agency - business development with 3M
- SILLYSTRATIONS, Florence, Italy**
- 09/2002-12/2004 *account project manager | freelancer*
- agent for Sillystrations, Dutch designer for Italian based clients and projects
- SIMONETTA SPA, Italy - DUE-TI MAGLIA SRL, Italy - MAMBO, Italy**
- 01/2001-12/2008 *fashion event collaborator | freelancer*
- Brands: Simonetta, Roberto Cavalli, Fay, Mambo, 97 Rue de Mimosas
- COMPAGNIA DI DANZA VIRGILIO SIENI, Florence, Italy**
- 01/2001-12/2001 *production manager*
- production of contemporary dance performances in Italy and abroad: promotion, contracts, logistics, contacts with festivals, PR
  - HR associate

## 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, 2001
    - most original thesis. Italian Republic President award, 2001
    - most original thesis, Facoltà di Economia e Commercio award, 2002
- 1999 **UNIVERSITY OF SYDNEY, Sydney, Australia**  
*scholarship PRUA project, Italian Project for Universities in Australia*

## CERTIFICATIONS

- 2019 **PROFESSIONAL SCRUM MASTER I**, Scrum.org 
- 2022 **CONFIDENTIAL COUNSELOR**, Landelijk Instituut Vertrouwenpersonen
- 2024 **BASIC LIFE SUPPORT (BLS) PROVIDER**, European Resuscitation Council

## OTHER ACTIVITIES

- 2015-2019 **ESSETRICS, Amsterdam, Netherlands**  
*certified instructor | freelancer*
- fitness program instructor
- 1994-2001 **BRENDA HAMLYN - DANCE ACADEMY, Florence, Italy**  
*dance teacher*
- ballet, modern and contemporary dance, introductory ballet for kids
- 1999 **ICE, Italian Trade Commission, Sydney, Australia**  
*researcher*
- research on leather tanning in Australia published by IRPET
- 1992-1993 **CLUB IL VORTICE, Florence, Italy**  
*instructor*
- trainer at the international gyrotonic center for dancers

## LANGUAGES

<b>Italian</b>	native
<b>English</b>	fluent
<b>Dutch</b>	fluent

## ADDITIONAL INFORMATION

A and B driving licenses