

Curriculum Vitae

**PERSONAL PROFILE**

Last Name Morini

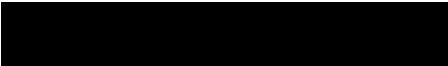
First Name Federico

Street 

Country



Phone 

E-mail 

Nationality 

Date of birth  /  / 

Sex 

**Business  
Experience**

**Sales & Marketing**

**Language  
skills**

**English and France : writtend & spoken**

**Previous  
Experience**

- **January – Sept. 1999/2004 :**

Professional cyclist for Team Gerolsteiner (Ger)

- **October- December 2004/2007:**

Press Office at Team Gerolsteiner (Davide Rebellin's personal PR Agent)

Sales & Marketing consultant for Vitesse Communication (Agency) - Rome

Cycling TV Commentator: Eurosport & RAI Italian Radio

- **January – October 2008/2009:**

Consultant Sales & Marketing Manager at ZERO RH (Technical Cycling Clothing)

Product promoter for Cannondale Italy

- **October - August 2009-2010:**

Sales - Marketing Manager - Team Liaison at Sixtus Italia:  
leader in Sport Medicine sector for more than 37 years.

## **Current Job**

- Sept. 2010 – Dec. 2012 Product Marketing – Team Liaison at Bianchi Bicycle Company
- Since January 2013 – Sales & Marketing Representative (International) – Team Liaison at Bianchi Bicycle Company

## **School Education**

Financial accounting & Marketing education  
ITC School (Luca Pacioli - San Sepolcro – Italy)

## Experience and skills

- Sales & Marketing
- Events management
- Retail merchandising
- Managinig team relationships

Sales and Marketing skills thanks to the experience gained over the years in and out of the cycling industry and certainly thanks to a personal passion for both.

I am a person full of enthusiasm and characterized by marked spirit of organization and management.

Strong predisposition to teamwork, excellent communication and interpersonal skills, which are essential in the field of sales and marketing for the achievement of objectives.

I adapt easily to new environments and work situations, and therefore are really interested to play a role with professionalism and determination to commercial business.

## Computer skills and competences

- Word, Excel, PowerPoint, etc.

**Signature**

A handwritten signature in black ink, appearing to read 'J. Morini', written in a cursive style.