

Rebecca Rossini



A Senior level Events/Projects and Operations manager with over 20 years' experience covering all aspects of large-scale events management (digital, hybrid, physical) from concept inception to event design/production, communications, operational delivery and impact evaluation. A natural leader experienced at managing and developing teams as well as designing and delivering new formats and operational processes. A strategic thinker and creative professional with strong budget-management/cost-negotiation skills and comfortable in liaising with and influencing people of different professional levels and backgrounds. Capable of working to strict deadlines maintaining high professional relationships with stakeholders, contractors, suppliers and clients.

Sep 2021 - **Events Manager**

Parcam Srl, Milan – www.parcam.it

Events Management, Project Management, Operations and Technical Production of Events, Proposal Writing, Stakeholder Management, Strategic Communications

Sep 2021 - **Consultant - Project Management and Communications**

Hublab, Milan – www.hublab.it

Project Management, Proposal Writing, Stakeholder Management, Event Management, Strategic Communications (NaturaSi, Milano Digital Week and Fondazione Eni Enrico Mattei).

May 2019 – **Director of Operations and communications / events**

Aug 2021
Nesta Italia, Torino (a joint venture between Compagnia di San Paolo and Nesta UK)

- Design and implementation of the **organisation's strategy**, liaising with and reporting to the Board of Directors.
- Working with the programme team to generate **content, new projects, events formats and campaigns**.
- Develop a regular series of **foresight events**, building a physical and **virtual community** and managing the communication team's activities.
- Managing the sourcing, development and running of operational systems, processes and policies in support of the organisation's mission.
- **Finance (over €1.1mil budget)** - managing and overseeing financial planning, including cash flow planning, budgeting and forecasting.
- Liaising with legal contractors to ensure effective contractual processes with clients, funders and suppliers, implementing a system for tracking and reporting for contracts and delivery on terms.

Sept 2012 – **Head of Events and Festivals**

Apr 2019
Nesta Foundation (UK Innovation Agency), London – www.nesta.org.uk

Successful **design and implementation of a new strategy** and introducing **new events formats** which led to events sign-up becoming the most **successful lead generating and stakeholder engagement** tool (32,000 over the first year); setting up a successful **internal creative events agency** delivering over 100 events year (from 30 to 500 people); setting up **new policies and procedures** for the booking of the internal conference centre: as well as conceptualising and developing **FutureFest**, a two days content and immersive festival attracting over 5000 people and becoming Nesta's most recognised brand. Maintained overall **budgetary control** and operational planning for events activity, including budget setting, forecasting and tracking (Total **budget of over 1.5 million UK Pounds**).

- Provided **creative events consultancy** to internal departments, suggesting new formats and building strategic business cases for approval by the Board.
- Led on the **venue finding, technical production, creative direction** of large scale event projects; including UX and emotional mapping.
- Other.

Jan 2012 – **City Operations Manager**
 Sep 2012 **London Organising Committee of the Olympic Games**

Jul 2011 – **Events and Exhibitions Manager**
 Jan 2012 **BPP Holdings**, London – www.bpp.com

Feb 2008 – **Events Manager**
 Jul 2011 **LG Group**, London – www.lga.org.uk

Oct 2005 – **Events Project Manager**
 Feb 2008 **Neil Stewart Associates (NSA)**, London – www.neilstewartassociates.co.uk

Jul 2003 – **Conference and Training Executive**
 Jul 2005 **Euromoney Institutional Investor**, London – www.euromoneyplc.com

EDUCATION AND TRAINING

2021	Master Executive in Digital Marketing & Communications - 24Ore Business School	Master
Nov 2020	Performance Management - Quadrifor	Professional
Apr 2014	Managing Marketing Communications - Chartered Institute of Marketing	Professional
Mar 2007	Prince2 – Managing Projects in Controlled Environments - APMG Int.	Practitioner
1999 – 2002	BA Hons Business and Planning - University of Westminster, London	1 st 1st Class Degree
1995 – 1999	A-levels - Istituto Professionale Podesti, Ancona, Italy	A+ - B

▪ All basic subjects such as Math and Science, Marketing and Languages (French/English)

SKILLS

Languages Italian Mother Tongue – English Proficient - French Basic to A-Level standard.

Skills Strong IT skills (G-Suite including Ads and Analytics, Hubspot, Salesforce, Basecamp, Monday, Streamyard, Miro, Microsoft Office package, Keynote, Prezi, Adobe Publisher, Wordpress, website tools, social media applications).

Autorizzo il trattamento dei miei dati personali presenti nel cv ai sensi del Decreto Legislativo 30 giugno 2003, n. 196.