

## PERSONAL INFORMATION

Edoardo Reggiani



## WORK EXPERIENCE

### **BacktoWork24 Srl – 24 ORE Group, Milano:** [Website](#)

Business or sector: **Fundraising – Angel investing - VC**

**Company profile:** Backtowork24, established in 2013 and based in Milan, is an online and offline platform that provides fundraising services and headhunting activities for Italian SMEs and start ups. In year 2015, the investments made through BacktoWork24 were over €4mln in 26 deals. In 2016 the total amount of invested capital already reached €6.3mln in 38 deals (October).

#### **Business development manager**

Gen 2016 - present

I'm in charge of business development and special projects with particular focus on open innovation activities and network development in order to increase the deal-flow.

**Partnership activated** PwC, QVC Italy, Piaggio Group, San Raffaele Hospital, Radio24

**Software:** Deployment of new CRM software and a new SaaS platform for deal flow management

**Communication:** Coordination of marketing agency, definition of online adv budget and strategy

**Events:** more than 20 matching events organized in 2016 and more than 15 promotional events

Oct 2014 – Dic 2015

#### **Events and digital marketing manager**

I've been responsible for events organization and communication; during this period we tested 3 fundraising and matching events format and organized more than 20 B2B events.

**Events:** 4 events BacktoWork24 EXPO (B2B Matching) organized (more than 350 companies and 2000 investors) and more than 15 Club Deal events (with live streaming broadcast)

**Communication:** Coordination of marketing agency, definition of online adv budget and strategy

May 2014 – Sep 2014

#### **Sales**

Sales account

### **Borile Motociclette Srl:** [Website](#)

Business or sector: **Automotive - Motorcycles**

**Company profile:** Borile represents one of the most famous Italian artisan motorcycle brand in the world. It is recognized for the uniqueness and quality of its products and originality of his bikes. In the last years has been improved the brand awareness throughout Europe and the World, thanks to a great effort in communication and marketing strategies.

Feb 2014 – Aug 2014

#### **Social media and events manager**

I've been responsible for social media marketing activities and organization of promotional events, fairs and presentation of new models.

### **Italian national team – Short Track Speed Skating (F.I.S.G):** [Website](#)

Business or sector: **Sport federation**

Giu 2008 – Dic 2013

#### **Professional athlete for Italian Short Track Speed Skating National team.**

Competitor in many international competition such as: World Cup, (2008-2013), World Championships (2011-2012-2013), European Championships (2009-2011-2012-2013-2014), University games (2007-2011-2013). Official reserve in 2014 Sochi Olympic Games

**EDUCATION AND TRAINING**

- 2014 Università degli studi di Pavia**  
Bachelor degree in Macroeconomics
- 2006 Liceo classico C.Beccaria di Milano**  
High School diploma

**LANGUAGES**

- Mother tongue: Italian**
- English: Business fluent**
- Spanish: Elementary**

**COMMUNICATION SKILLS**

Good communication skills gained through sales experience and public speaking. Used to dealing with executives and investors, and to represent the company in public events.

**MANAGERIAL SKILLS**

Good leadership skills gained through the management of very different project with important partners and the constant coordination of the development team and the marketing agency.

**OTHER SKILLS**

Very creative in problem solving situation and in development. Used to work easily in stressful situations and oriented to decision making. Used to be very adaptable to different tasks due to the working experience in small companies.

**DIGITAL COMPETENCE**

- Very good knowledge of **Microsoft Office and Apple Suite**
- Very good knowledge of **social network and insight** analysis
- Good knowledge of **software development procedures**
- Good knowledge of **Direct email marketing** (Mailchimp, Mailup, etc.)
- Good knowledge of **CRM software and CRM development** (Zoho CRM)
- Used to read and understand **Adwords and Analytics reports**
- Basic knowledge of HTML, PHP and CSS

**SPECIAL PROJECTS AND INTERESTS****Spaghetti Eastern Team: [Website](#)****Spaghetti Eastern is a travel team born to participate to Mongolia Charity Rally 2014.**

The MCR is the charity rally from London to the capital of Mongolia, Ulaanbaatar. The rally is organised by Go Help, a UK-based charity.

The team fundraised more than 15k € for charity and completed the rally in august 2014 crossing the Balkans, Iran, Turkmenistan, Uzbekistan, Kazakhstan, Russia and Mongolia on a Fiat Van.

During the fundraising period and after the rally the team has **more than 10 appearances on national TV, radio and newspaper**. I was in charge of the communications and media relations.

**Hobbies:**

**On-the-road travels:** more than 45 country visited in 4 continents, very familiar with middle-east and central Asian country.

**Sports:** Cycling, trail running and inline skating

**Bricolage and DIY**