

## Curriculum Vitae Europass



### Personal Info

Name / Surname **Marco Cestari**  
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E-mail [info@time-project.com](mailto:info@time-project.com)  
citizenship Italian  
marital status Married, 2 daughters (14 & 15 yrs)  
Sex – Date of birth M – Aug 13/1961

### Profession **Consultant / Educator**

**Area** Sustainable Developmet, Tourism, Marketing Communication, Strategy

@ the moment: independent consultant / educator and  
CEO of Time Project ©*Comunica il tuo valore* ([www.time-project.com](http://www.time-project.com))

### Consultancy activity

Consulting and training activities in the field of sustainable development, destination marketing, strategic marketing and creation of web/content marketing solutions,

### Competence

Humanist and managerial education. Recognized anthropological skills and multidisciplinary vision characterize my methods of conducting communication and territorial sustainable development activities.

I adopt a dynamic and innovative approach, in which I integrate activities of analysis, identification and development of destination marketing and sustainability strategies (economic, social-identity and territorial-environmental), with great attention to cultural identity values, even in contexts of ethnic-linguistic minorities.

My goal is to encourage the emergence of values and resources involved for the overall benefit of the locality and its activities. Every intervention I carry out is conducted with the fundamental objective of creating lasting value, in a medium-long term vision.

Consolidated experience in the marketing, HR Coaching and sustainability development of territories with a rural-touristic (alpine or seaside) and environmental vocation in the identification of value systems and responsible demand acquisition.

## Professional expertise in the field:

- *Business to Human Marketing*
- *Communication and Marketing Strategies: concept, identity, brand management and any activity aimed at enhancing the resources, territories, goods and services of its Clients.*
- *Strategic Direction and Management Consulting for Municipalities, Parks and Companies operating in the tourism and environmental fields - B2H (both B2C and B2B).*
- *Training-Coaching: through individual and group sessions, with workshops and for events - Communication: development of online solutions, websites, blogs, landing pages, e-commerce, selection of advertising / social media marketing service providers.*
- *Content Management: communication line identification, copying, editing, planning, web activities and development of editorial plans*
- *Internationalization: target identification / new markets and acquisition strategies; coordination of translation activities and commercial communication policies.*

## Skills & Aptitudes

### Skills acquired and operational aptitudes in various areas of expertise:

- Coaching and Team Leadership of multicultural working groups
- Adaptation and flexibility to different operational scenarios
- Problem Solving
- Innovation and change
- Logical and analogical communication techniques and behavioral analysis
- Copy, text editing, storytelling
- Visual and verbal communication
- Graphic and symbolic communication
- IT knowledge of Microsoft + Apple tools with professional use of tools for web-marketing activities (Wordpress, Mailchimp, Aruba, Yoast, Google Analytics, etc.).
- Constant updating of new technical tools in the communication-marketing field.

## Publications

- 2020-2021: Technical report: "Valore Italia - Creating a new approach for sustainable development" and consultancy for the VIII Commission (Environment-Territory-Public Works) of the Chamber of Deputies
- 2009-2010: Book: Genius Loci – The root of sustainable tourism, (Maschietto Editore ISBN-10: 88-88967-78-8), text adopted as a handbook of sustainable economic and social development by the Municipality of Forte dei Marmi.
- 2009: Book: Local identity in tourism marketing" (EditPressEdizioni 2009 ISBN 889037400-4)
- 1998: Book: Making Tourism in Italy – Ed. New Techniques (ISBN 88-481-0742-7)

## Last Main Assignments

- 2022-2023: Chamber of Commerce of Udine – EU ETTG2030 Program: coaching companies for the application of company certification programs to sustainable development.
- 2018-ongoing: Hotel Sassongher\*\*\*\*\* – Corvara / Alta Badia – BZ/ITALY: advisor and consultant for the international marketing development of the Hotel and head of web marketing and social media marketing communication
- 2010-ongoing: Alpine Wellness Hotel Riglarhaus, Sauris – UD: sustainable development and marketing consultant for webmarketing development
- 2021-2022: Park Hotel Laurin – Bolzano – BZ/ITALY: sustainability strategy: training and consulting in marketing and social media communication development
- 2020-2022: Ladurner Ambiente SPA and Ladurner SRL – Bolzano BZ/ITALY: sustainable awareness training
- 2012-2022: UPAD Foundation / University of the Dolomitic Alps – BZ/ITALY: continuing education courses in communication and anthropology
- 2020-2021: Alpine Works di Trenkwaldner & Partners SRL – Vipiteno – BZ/ITALY Italy : communication consultancy for corporate and personnel identity and sustainable policy (distinctive value) empowerment

## PREVIOUS EXPERIENCES

- **2014-2016: Marketing consultant** IRCCS Giannina Gaslini Hospital of Genoa – direct assignment of the CEO to the identification and implementation of a distinctive communication strategy of the Institute. Concept and implementation of the strategy, of the digital communication tool (1st B2H communication blog in Italy – hospital-demand), of the launch of the publishing activity and of the training and coaching activity of researchers, doctors and professors (eg. : organization of meetings, identification of distinctive values and themes to be communicated, editing of articles, etc.)
- **2014: Sustainable Development Executive Consultant / Trainer** for Profiles & Partners, srl (training company) - Corropoli (TE/ Italy) ESF courses Abruzzo 2007-2013. Project "Workshops for new tourism horizons". Specific training: Eco-sustainable tourism and environmental sustainability, identification criteria of territorial values and sustainable criteria, organizational methods of joint initiatives between the territory and SMEs.
- **2009-2014: marketing trainer** Assignment of the Hotel Stadt-Città – Bolzano – BZ/ITALY with periodic marketing training activities for the staff.
- **2012-2014: Destination Marketing Consultant** Municipality of Moena - Moena (TN). Appointment of general marketing consultant for the development and application of activities envisaged by the "Alpine Pearl" soft mobility development project. Stakeholder consultant to realization and implementation of the project and realization of a system of organization and development of sustainable mobility of the destination and of the economic and social activities of the community. Coaching activities e training on various working groups involving approx. 130 people.
- **2014-2016: Communication Trainer** Appointment by the Veneto Region of training and development of the Auditing figures in their activity as conciliators of the Family-Work dynamics. Activity carried out for auditors working for the Hospitals of Padua and Thiene / Vicenza.
- **2010-2012: Communication Consultant** of Italia Lavoro Spa - Rome to advise the Province of Bolzano on introduction and adoption of the actions envisaged by the National Welfare to Work Project. Analysis and training activities.
- **2007-2012: Consultant for sustainable development** Municipality of Forte dei Marmi – Lucca / Italy: periodic training and consultancy conducted for the application of sustainable development criteria for local and territorial stakeholders.
- **2010-2011: Territorial marketing consultant** Assignment of the Carnia Welcome Consortium – Tolmezzo (UD). Territorial marketing consultancy territorial conduct: analysis and identification of guidelines for the development of a joint strategy between Municipalities and companies in the Carnia area. Design of the coordination system model "Carnia" 2010-2013" e of the application action plan.
- **2009-2011: Destination Marketing Consultant** Assignment of the Municipality of Sappada – Sappada (BL). Activities of analysis, planning and sustainable organizational development of the Community of Sappada. Strategy and identification of identity and sustainable development criteria; involvement Institutions, young people, stakeholders, trade associations, local population. Training and coaching. Concept and Implementation of various activities, events and initiatives for social cohesion and sustainable tourism development that are still operational today. The project is currently the subject of study and Case History at various American, English, German and English universities for having adopted a bottom up sustainable development approach.
- **2008: Territorial marketing consultant** for Pila District, Poznan (PL) Consultant and networking development activities for tourism local companies. Introduction of sustainable development methodologies with internal communication methods aimed at social-economic relational development and shared projects.
- **2008-2010: Marketing Consultant** Commissioned by Alpenmöbel srl, – Bressanone (BZ/ITALY). Management consultancy and development of internationalization marketing actions. Identification of the international strategy.
- **2006-2008: Territorial Marketing Consultant** Assignment by the Uccellina Park as marketing manager for 6 parks participating in the Federparchi "Selfpass" Eu Project (P. Adamello-Brenta, P. Regional Maremma, P. National 5 Terre, P. Regional Delta del Po, P. Flucvale dell'Alcantara, P. Nazionale del Vesuvio) Activities of analysis and identification of sustainable development strategies. Training in the good practices of the referents and in the adoption of coordinated organizational and marketing methods of communication between the parks and in communicating their distinctive value.

- **2006-2008: Marketing and Sustainable Development Consultant** - Assignment by the Uccellina Park for 6 parks participating in the Federparchi "Selfpass" Eu Project: Park of Adamello-Brenta (Trentino), Regional Park of Uccellina / Maremma (Tuscany), National Park of Cinque Terre (Liguria), Regional Park of Po (Romagna), Fluvial Park of Alcantara (Sicily), Volcano National Park of Vesuvio (Campania). Identification of a common sustainable development strategy, good practices trainings and consultancy for the adoption of a coordinated organizational and marketing communication strategy between the parks.
- **2005-2007: Marketing and Sustainable Development Consultant** Assignment by the Province of Belluno (Project Partner) as sustainable expert for the EU Alpine Pearls Project (Alpine Space II) Member of the team of experts of the Eu Alpine Pearls project for the identification of the strategy and distinctive criteria of the "Perle" localities. Trainer, coacher and consultant for the implementation of marketing communication criteria and activities and support of the initiatives of the identified president of the Italian Perle.
- **2004-2005: Trainer and Communication and Marketing Consultant** Assignment of Sheraton Skyline Hotel London Heathrow (owned by Sheraton Starwood UK & Benelux) for the identification and implementation of a F&B Event Strategy focused on sustainable development of selected Italian gastronomic products. Creation of events and awareness-raising activities towards the international demand target.
- **2005-2007: Visiting Professor Marketing.** Three-year contract on behalf of the University of Modena and Reggio Emilia (UNIMORE) Faculty of Economics-Modena (Italy). Lecturer for the MBA Course in Service Marketing, Tourism Marketing and Sustainable Development.
- **2002-2004: Destination Marketing Consultant** Assignment of the Hoteliers Association of Spotorno (San Remo/Italy) for a territorial identity project and sustainable development strategy. Concept identification and implementation of the project "La Repubblica del Pesto" (Atlas Best Practice Case in 2006 & and main case reportage of the BBC "foolonfood" transmission). Stakeholder and local community training activities, involvement of influencers and representatives of local gastronomy and stakeholders (Liguria Region, Zeffirino, etc.) and creation of an event that is still alive today ("the ritual beating").
- **2001-2003: Sustainable development consultant** Expert Assignment for the PHARE BiH project (post-war economic development of the State of Bosnia Herzegovina) managed by the ICTD (Institute of International Culture & Tourism Development), - London Metropolitan University (UK). Consultant activity for sustainable development and relaunch of aggregative dynamics between the Serbian and Bosnian communities, as trainer/coacher of joint meetings of the local stakeholders involved in the project.
- **1998-2001: Destination / Hospitality Marketing Consultant / Trainer.** Assignment by the Riviera delle Palme Consortium, San Remo (Italy), Tourism Development Training Program projecting and educator activity for 30 young hoteliers and representatives of the hotels associated within the consortium. Training and updating activities either for hoteliers or for the personnel of the companies involved.
- **1995-2000: Teacher/ Educator** Activity (Tourism/Hotel Marketing, Communication & Sustainable Development) for various EU FSE Courses organized by several Training Agencies and Institutions, among these: Ass.For.Seo (Rome); Formaper (Chamber of Commerce of Milan); Nürnberger Management Institut, (Nuremberg), IAL FVG (Udine), IAT – (Turin); etc.
- **1999-2000: Lecturer in Tourism Marketing Assignment** by the Municipality of Bologna for the during the "Bologna 2000" European City of Culture project.
- **1998-1999: Marketing Consultant.** 2 Years Assignment by Probest SPA (Milan/Italy) for different SME's participating in the "AdaptDevelopnet Suedtirolo" project of the the Industrial Association of South Tyrol/Province of Bolzano. Implementation of marketing strategies for various companies including Pircher Oberland SPA, Albers, Torggler SPA.
- **1996-1997: Tourism marketing trainer.** 2 Years Assignment of Formaper (Special Ag. of the Milan Chamber of Commerce) for the different SMEs operating in tourism involved in 4 reference areas (Milan, Sondrio, Brescia, Bormio/Valtellina). Training programm planning and training during various EU/FSE courses conducted both on the territory and in the headquarters of the agency.
- **1996: Marketing / Communication Trainer-Consultant.** Assignment by Holiday Inn Hotels Italy, with different training of communications and marketing operative representatives of 11 hotels participating in the annual training programme.
- **1995-1996: Hotel Marketing teacher.** 2 years assignment by the Centro Studi (Educational Institute) of the Lombardy Hotel Managers Association (ADA) in Milan/ Italy. Training activity conducted for several hotels in Milan and Milan province. Area of training: Marketing, Human Resources Management, Organization, Communication.
- **1995-1996: Communication Teacher.** Assignment of the Einaudi Professional Training Institute – BZ/Italy. Various seminars and training activities for tour operators and hotels
- **1995: Lecturer in Hospitality Management** . Assignment London Hotel School - c/o St. Giles Hotel - London (UK) for students and executive staff of various companies in London, including Dorchester Hotel, Savoy and St. Hemins.
- **1994: Certified Hospitality Educator** of AH&MA Europe (American Hotel & Motel Association), Divonne Les Bains (F)
- **1991-1993: Business Analyst** for Outrigger Hotels & Resorts Corp. - Honolulu HI (USA)
- **1989-1990: Teacher of English Courses** - AZB Language School - Bolzano (Italy) 1986-1989: Ski instructor / G.O (winter seasons). Valtur SPA, Village of Marrileva (TN)
- **1986-1989: interpreter** for commercial companies
- **1980: Translator/commercial assistant** – Incomin Srl (construction sector), Lecco/Italy

## CERTIFICATIONS and Miscellaneous

Every year I participate in several online and face-to-face refresher courses on topics related to sustainability, tourism, communication, anthropology, web marketing, psychology and human development.

- 2022: expert accredited to the EU ETGG2030 Sustainable Certification Programme 2015: ADEP accredited teacher (Permanent Education Teachers Register of the Autonomous Province of Bolzano)
- 2007-2009: member of the international executive board GSTC (Global Sustainable Tourism Council)
- 1994: Certified Hospitality Educator by EI of American Hotel & Motel Association (USA)
- 1991: Marketing MBA, Travel Industry Management School/Hawaii Pacific University, Honolulu (USA)
- 1989: Graduated in Foreign Languages and Literatures at IULM - University of Languages and Communication Sciences - Milan (IT)
- 1988: Tourist Courier with license n. 127 of the Autonomous Province of Bolzano
- 1981-1982: Military Service - Alpine Military School – Aosta/Italy
- 1981: Linguistic high school diploma - obtained at the Marco Vitruvio Linguistic High School – Verona/Italy
- Certificate of bilingualism " (license "A" – directive career) in German/Italian of the Province of Bolzano / Southtyrol (Italy)
- Driving Licence (B) – Nautical Licence (over 12 Miles) – Parachuting Licence – Aikido Instructor – Alpine Ski Master Trainer

## LANGUAGES

**German: advanced level** (Comprehension, speaking and writing)

**English: advanced level** (Comprehension, speaking and writing)

**French: advanced** (comprehension), **elemental** (speaking and writing)

I consent to the processing of my personal data pursuant to the Italian Legislative Decree 6/30/2003, n. 196

"Personal data protection code"



Ora (BZ/ITALY) June 14, 2023