

FEDERICO SANTASILIA

Via Nicola Corsi 4 - 00152 ROMA

BORN: Mogadiscio – Somalia - February 27 ,1943

LANGUAGES: mother tongue : Italian
English
Spanish

EDUCATIONS AND TRAINING:

- 1962 - High School Diploma “Liceo Scientifico” Mogadiscio
- 1962-66 Degree Economics & Commerce - Naples –
- 1967 - Course English – Oxford Institute Milan
- 1971 - Course in Sales and Marketing at Japan Airlines in Tokyo
- 1972 - Course in update of technical aspects of Sales, Japan Airlines of London
- 1973 - Course of update of reservation systems of Japan Airlines
- 1981 - Course of update of reservation systems of Alitalia
- 1990 - Course in Marketing, Kuoni, Co., Zurich
- 1991 - Course in telecommunication procedure for reservations
Of tourist packages, Kuoni, Co., Zurich

PROFESSIONAL AND MANAGEMENT EXPERIENCE

1966 – 69 - Sales Representative – Air India Milan – Italy

Sales activities for the markets of Lombardia, Piemonte an Liguria for the development Of passengers and traffic toward the Indian continent. Effected studies in India with a view toward understanding all tourist resources that the country offered.

1970 – 1980 – District Sales Manager, Japan Airlines Milan- Italy

Responsible for all commercial sales activities for the northern regions of Italy. Development of business and leisure tourist traffic and new destination toward the Orient. Responsibilities included Marketing and Sales of tourist packages for travel agencies of northern Italy.

1980 – 1984 – Product Manager of Tour Operators – Veronelli Viaggi, Milan- Italy

Responsible for the development of the tourist product for North and South America, which included brochure production for distribution to travel agencies throughout Italy. Completed a program on IBM telecommunications to be utilized for tourist packages. The program was integrated with hotel allotments, as well as document production.

1985 -1988 – Managing Manager – Offshore Tour Operator for Alitalia Group-Rome – Italy.

Established a tour operator program to superior leadership with respect to other major tours operator for the North American tourist market. Direction of personnel, contract negotiation for product, preparation of brochures and design of Marketing and Sales plan included in responsibilities. Completed an IBM telecommunications course for the sale of tourist packages utilizing the Alitalia reservation System.

1989 – 1996 – Director Sales and Marketing, Kuoni Tour Operator, Rome, Italy

Tourist sales activities comptroller for Italy. Developed new tourist products controlled product quality. Effected a new IBM telecommunication real time system for the management of tourist packages tied to the central data base in Zurich. Developed a sales project of Kuoni products utilizing the Galileo reservation system for the Italian territory. Accomplished development of a telecommunication system to capture world wide sales for the company. Developed a franchising program of the company logo for the Italian market.

1997 – 2003 - Director of Offshore, Business Unit, of Italiatour Tour Operator for Alitalia Group-Rome- Italy.

Responsible of all tourist sales and marketing activities for Italy. Direction of personnel, contract negotiation for product, preparation of brochures and design of Marketing and Sales plan included in responsibilities.

2004 – 2005 – General Manager Italiatour Tour Operator for Alitalia Group-New York USA.

Responsible of all tourist sales and marketing activities for North America and Canada territory. Direction of personal, preparation of brochures and design of Marketing and Sales plan.

2005 till today – Senior Account Manager for Master Consulting

Supervisor of all Sales and Marketing activities with direct responsibility for the following accounts: Maldivian Tourism Promotion Board, I Glide Italy and Grand Hotel Boston.