

CURRICULUM VITAE

Amatulli Cesare
Via Tantardini, 10
20136 Milano
+39 340.488.4357
cesare228@yahoo.it



PERSONAL DATA

Date of birth: 08/22/78
Nationality: Italian

Marital status: Single
Military service: Completed

PROFESSIONAL EXPERIENCE

- Sergio Rossi (Gucci Group), Milan, Italy (March 2008 ó October 2008).
Merchandising Office, Business Analyst.
Activities: Marketing plan, Branding strategies, Competitive intelligence research, Competitorsø analysis, Collection plan.
- Giorgio Armani, Milan, Italy, 2007 (June 2007 ó December 2007).
Marketing research and strategic plan for accessories. Analysis of the main competitors in Italy and Japan.
- Lecturer of õFashion Marketingö, University of Bari, 2004-2008.
- Lecturer of õFashion Retail Marketingö, University of Bari, 2008.
- Teacherø Assistant of õStatisticsö at the University of Bari, 2003-2006.
- Teacherø Assistant of õMarket Analysisö at the University of Bari, 2005-2006.
- Teacher of õMarketing and Communicationö and õCoachingö for õSport&More Ltd.ö (sportswear franchising company) ó May 2004 - Casamassima (Ba).
- Collaboration with õInnovazione e Sviluppoö Ltd. - Bari:
 - > sales analysis
 - > market research.

EDUCATION

- January-December 2007 MAFED (Master in Fashion, Experience & Design Management) ó SDA BOCCONI - Milan
- 2003-2006 PhD in *Theory of languages and science of symbols* - University of Bari
Thesis: *Fashion Luxury Brands - the Concept of Luxury and Luxury Metaphors in the Mind of Consumers.*
(Tutor: Prof. Patrizia Calefato)
- June-July 2005 Course of *Marketing*, London School of Economics - London
- August 2004 Course of *Fashion Brand Management*, London College of Fashion - London
Course of *Fashion Designers London*, Central Saint Martins College of Arts& Design (University of the Arts London) ó London
- July 2004 Forum *The Art of Luxury Branding*, at the *Louis Vuitton-Moët Hennessy* House (LVMH House) ó London
- July 2003 Course of *Fashion Marketing*, Polimoda (International Institute of fashion design & marketing) ó Florence
- 1998-2002 Degree in *Business Economics*
(Laurea in *Economia e commercio*)
University of Bari, 21 March 2002, grade 105/110.
Thesis: *Comparative Analysis of Informative Business Systems ó Marketing and Sales Analysis.* (Supervisor: Prof. V. Marengo)

PUBLICATIONS and PROCEEDINGS

- Book: AMATULLI, C., *Il consumatore dei prodotti di lusso*, Bari, Cacucci (under publishing)
- Book: AMATULLI C., *Moda: Marketing Linguaggi Segni*, Bari, Cacucci, 2005.
- Paper: *Strategic Management of Technology for Fashion Marketing.*
Presented at the 14th International Conference on Management of Technology, IAMOT 2005 (Vienna ó 22-26 May 2005).
Published in the Conference Proceedings.
- Paper: *Brand and Knowledge for Excellence in Fashion Marketing.*
Presented at the 3rd International Conference on Business, Economics, Management & Marketing. ATINER (Athens Institute for Education and Research (Athens ó 16-18 June 2005).
Published in the book *Marketing from the Trenches: Perspectives on the Road Ahead* edited by Atiner, Athens, 2006, pp. 105-119.
- *From Couturier to Fashion Economy: a Managerial Evolution*, in *Bari Economica*, n.6/2003, Camera di Commercio di Bari, pp. 38-45.
- *Brand and Product for Fashion Marketing: Development of Brand Leverage through a Perceptive Meaning* - Review of the Faculty of Economics (University of Lecce) ó May 2005.

INTERNAZIONAL CONFERENCES and COLLABORATIONS

- Collaboration with Mark Ritson (Associate Professor of Marketing, London Business School and Melbourne Business School) for the final thesis of my PhD.
- Interview with Ms. Concetta Lanciaux, Senior Adviser to Chairman & CEO of LVMH, President LVMH Italia Spa, Group Executive Vice President LVMH, for my PhD thesis and publication (Paris, 4 June 2004).
- *III Annual Conference of the Italian Association of Marketing* (Il marketing delle medie imprese leader di mercato) University of Parma, 24-25 November 2006.
- 5th International Congress *Marketing Trends* Università Ca' Foscari/ESCP-EAP (Paris) - Venice, 20-21 January 2005.
- 3th International Conference *Business, Economics, Management & Marketing* ATINER (Athens Institute for Education and Research) - Athens, June 16-18 2005.
- *Rejuvenating Marketing: Contamination, Innovation, Integration* 34th Conference EMAC (European Marketing Academy) Bocconi University - Milan, 24-27 May 2005.
- *14th International Conference on Management of Technology* IAMOT 2005 (International Association of Management of Technology) Vienna, 22-26 May 2005.

OTHER COURSES, SEMINARS and RESEARCH

- Course *Il rapporto fiduciario con il cliente*, Apco (Italian Professional Association of Business Consultants) Monopoli (Ba), 22-23 April 2004.
- Course of *Marketing to Existing Clients*, Apco Monopoli (Ba), 20 November 2004.
- Forum *Marketing e Comunicazione d'Impresa: è un'Italia a più velocità?*, Assindustria Bari with the Club del Marketing e della Comunicazione Bari, 19 May 2004.
- Conference *Oltre la globalizzazione. Confronto tra diversi modelli economici e culturali del sistema moda* ModaPrima fair Milan, 1 December 2003.
- Course of *Verbal and not-verbal communication*, Ikos Institute - Bari, May-July 2004.
- Research at the *Musée de la Mode et du Textile* of Paris for the exhibition *Elsa Schiaparelli*, April 2004.
- Research at the *Fashion & Textile Museum* of London for the exhibition *Daisy de Villeneuve*, June 2004.
- Research at the *Museum of London* for the exhibition *The London Look* Fashion from Street to Catwalk, January 2005.

ASSOCIATIONS

- Member of American Marketing Association (AMA) ó Chicago.
- Member of European Marketing Academy (EMAC) ó Bruxelles.
- Member of European Institute for Advanced Studies in Management (EIASM) ó Bruxelles.
- Member of Academy of Marketing Science ó University of Miami.
- Member of SIMktg (Società Italiana Marketing) ó Pisa.
- Member of APCO (Italian Professional Association of Business Consultants) ó Milano.
- Member of ADICO (Associazione Italiana Direttori Commerciali e Marketing Manager) ó Milano.
- Member of Club Nazionale del Marketing e della Comunicazione ó Treviso.
- Member of AISS (Associazione Italiana Studi Semiotici) - Pavia.
- Member of International Association for Semiotic Studies.

LANGUAGES

ITALIAN: mother tongue

ENGLISH: fluent written and spoken (TOEFL-Pass 2007)

SPANISH: good written and spoken

FRENCH: medium written and spoken

COMPUTER SKILLS

Good knowledge of Windows: Access, Word, Excel, PowerPoint.
SPSS, AS400, Crystal and MEC-Analyst systems.