



Personal Information

First name / Last name	Andrea Buralli
Address	Via del Poggetto 31, 51018 Pieve a Nievole (PT), Italy
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E-mail	andrea.buralli@yahoo.it
Nationality	Italian
Date of birth	October 3, 1965
Gender	Male
Marital status	Married

Work Experiences

- Dates Since January 2015
- Name and address of employer Andrea Buralli empresa individual - S.C. Tenerife (Tenerife) España
- Main activities and responsibilities Coordination of inbound marketing and communication, strategic support for developing new international marketplaces on WEB channels, consultancy and project coordination on products and service market positioning, lead generation process and project management.

- Dates January 2010 to December 2014
- Name and address of employer Andrea Buralli ditta individuale for NavCove s.r.l.
- Main activities and responsibilities Sales & Marketing Manager at Navcove srl: creator and product manager of NavPlay project on iOS, navigation management and sharing experience app for recreational marine, developed on Jeppesen Marine and AquaMap iOS libraries.

- Dates January 2009 to December 2009
- Name and address of employer Jeppesen Italia srl
- Position Held Global Marketing Manager – Light Marine Division
 - Main activities and responsibilities Responsible for the worldwide marketing project for Jeppesen Marine Light Marine Division and related budget. Product Manager for all communication and training materials/tool, both for internal and external customers. Support for strategy development in the Light Marine Division. Reported directly to the Division General Manager and Sr. Marketing Manager in Denver (US).

- Dates November 2007 to December 2008
- Name and address of employer Jeppesen Italia srl
- Position Held Sr. Market Manager EMEA

- Main activities and responsibilities

Responsible for Profit & Loss for the EMEA territory, management of Sales & Marketing for six local offices (Italy, Poland, Russia, Ukraine, Greece and Baltic States) for a total of more than 50% of the total invoicing for the company's cartography globally. Product Manager for the Virtual Reality Project for presentation of the company's cartographic offerings. Reported directly to the Division General Manager.
 - Dates

October 2002 – November 2007
 - Name and address of employer

C-Map srl
 - Type of business

Production of electronic cartography
 - Position held

Consultant responsible for European Sales and Marketing
 - Main activities and responsibilities

Responsible for consultancy for sales and marketing of products Europe, with management of offices in Italy, UK and Poland, for a total of more than 50% of the total invoicing for cartography. Consultancy to define sales strategies and product positioning as well as marketing and co-marketing in order to guarantee development of cartography business. Reported directly to the company's owner.

- Dates

1989-2007
 - Name and address of employer

Punti di Vista sas
 - Type of business

General partner
 - Main activities and responsibilities

Business: Consulting and development of business models and communication platforms as well as WEB sales.
 Communication: solution for company communication and graphic design oriented to b2c market segment.
 WEB: services for coordination and development of communication and e-business project, owner of major portals agricolturabiologica.com and madeinitaly.com, owner of 18kt.com the first on-line jewelry registered in Italy.
 Staff management: consultancy for WebNet srl – Milan (Dada Spa Group, WEB farm) to recruit and manage the whole technical staff in north Italy.
 Training: Project and development of training courses about new technology, marketing and WEB marketing.
 Tourism: Project and development of marketing and communication projects for start-up companies, responsible for the whole marketing and communication projects of Art Hotel Museo and Hotel Service Group in Prato.

- Dates

1987-1988
 - Position held

Professional Skipper
 - Main activities and responsibilities

Managed business connected to chartering of my own boats or for third party boats in the Mediterranean Sea.

- Dates

1985-1987
 - Position held

Obligatory military service – Marina Militare Italiana (Italian Navy)
 - Main activities and responsibilities

Sergeant with duties as ECG (Ecogoniometrista) assigned to minesweeping sonar technology with the MHC 5550 LERICI, as per the ECG 1-85 technical course at the school for non-commissioned officers in S. Vito di Taranto, Italy.
 Tester of MINNIE and PLUTO submarine equipments for mines search and destroy.

Education and training

- Dates

2005/2007
 - Name and type of organization providing education / training

English Language Studio – English School - Carrara
 - Type of qualification awarded

Intermediate- Writing, reading and speaking English, conversation with native speakers, listening conversations between native speakers.

- Dates

1979/1984
 - Name and type of organization providing education / training

Scientific High School - Liceo Scientifico Coluccio Salutati - Viale Marconi 71, - 51016 Montecatini Terme (PT), Italy
 - Type of qualification awarded

High school diploma - Diploma di scuola secondaria superiore

Personal skill and competences	Mother language - Italian
	Other languages
	English
• Reading	C2
• Writing	C1
• Speaking	C1
	Spanish
• Reading	C1
• Writing	B1
• Speaking	B2
Relational skills and competences	Able to manage and motivate work teams, especially, groups that need to build and set concrete and demanding goals where it is necessary to identify a leader.
Organizational skills and competences	Experience accrued through management of budgets, forecasts and closing balances connected to business, especially in reference to sales and marketing activities. Direct experience in planning and management of team training courses.
Technical skills and competences	Project Management, technical specification definitions and user requirements, maximum utilization and processing of electronic worksheets (Excel) and pivot tables. Technical IT knowledge and practice in managing small company networks. Excellent ability in logistical coordination for events.
Artistic skills and competences	I have a passion for drawing and for black and white caricatures.
Other skills and competences	I am able to work under stress for very long periods. I am available to travel abroad and if necessary transfer abroad with my family.
License	Italian car license Italian boat license (motor and sail) without limit
Other information	Product launches and PR expertise. Strong orientation to result: my goal is to show that I am ready to, all challenges, creating a competitive environment that is focused on results. Creative aptitude. Teamworking orientation: the reciprocal respect and trust between team members are the basis for any all success for the team.
Hobbies	Sailing (recreational and inshore/offshore races), boat modeling (static and dynamic), ski, golf.

I authorize the use of my personal data under D.lgs. 196 del 30 June 2003 and subsequent amendments.

Andrea Buralli