

# Roberto De Vivo

Manager at Linea Comune

r.devivo@tin.it

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## Summary

Manager with >15 years of experience in innovation, communication, change management, fund raising; able to define strategies, manage budget, plan and guide multichannel marketing campaigns of products and services, coordinate the communication distributed by traditional and new media (web, social, digital marketing), mass media (press, radio, tv), press offices and public relations.

In 2014 is also Head of transparency and of procurement processes and co-responsible for recruiting,

Main Results so far:

- coordinated over 200 marketing and communication campaigns successful;
- organized more than 100 events of small, medium, big dimensions;
- managed 50 different project of innovation and change management in international organizations: Fiat (1999-2000), Natuzzi (2000) Ferrovie dello Stato (2001), Poste Italiane (2002), Banca Intesa (2003), Municipality of Florence (2004-2013).

Profile completed by:

- Laurea cum laude in Communication sciences - University of Siena (1995-2000)
  - PhD Political Sciences - University of Siena (2003-2006)
  - Training program for manager - SDA Bocconi (2002-2010)
  - Master in health communication - University of Pisa (2010-12)
  - ITIL Foundation Certificate - Adfor Milano (2016)
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## Experience

### **Communication, Purchasing, Service Operation and Project Manager at Linea Comune**

June 2006 - Present (10 years 5 months)

### **Communication and Project Manager at Sitimet**

June 2004 - April 2006 (1 year 11 months)

### **Communication Manager for PEOPLE Project at Comune di Firenze**

December 2003 - March 2004 (4 months)

### **Senior Analyst at Key Partners**

May 2002 - December 2003 (1 year 8 months)

## **Senior Consultants at EY**

October 2000 - May 2002 (1 year 8 months)

## **Consultant at ISVOR- FIAT**

January 1999 - October 2000 (1 year 10 months)

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## **Education**

### **Università degli Studi di Siena**

Laurea con lode, Scienze della Comunicazione, 1995 - 2000

### **Università degli Studi di Siena**

PH D, Scienze Politiche, 2004 - 2006

### **Università di Bologna**

Corso Alta Formazione, Managment e Decision making per il FUnd Raising, 2009 - 2009

### **Università di Pisa**

Master in comunicazione bio sanitaria, 2010 - 2012

### **SDA Bocconi**

Corso di perfezionamento, Metodologie e tecniche per l'analista e lo specialista di organizzazione, 2002 - 2002

### **SDA Bocconi**

Corso di perfezionamento, Efficienza Organizzativa, 2003 - 2003

### **SDA Bocconi**

Corso di perfezionamento, Progettazione e sviluppo delle organizzazioni, 2003 - 2003

### **SDA Bocconi**

Corso: "Come finanziare gli investimenti pubblici - Project Financing e Project Leasing, 2010 - 2010

### **ComPA**

Laboratorio "Fund Raising e Partnership Pubblico Private", 2010 - 2010

### **Young Digital Lab**

Corso "Digital strategy e social media communication", 2011 - 2011

### **Eurogiovani**

Master in Europrogettazione FWP 2014-2020, 2013 - 2013

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## **Projects**

### **Information System city of knowledge**

2012 to Present

Members:Roberto De Vivo

Design and implementation of a technological infrastructure (digital signage, mobile application, touch technologies) facing users tourist and cultural city of Florence

### **Firenzecard**

2011 to Present

Members:Roberto De Vivo

Plan and coordinate campaigns and actions to promote and optimize the Firenzecard product

**Web services 055055**

2009 to Present

Members:Roberto De Vivo

Plan and coordinate campaigns and actions to promote the services from 055055 (web and contact center)

**Comunicazione for Municipality of Florence**

2006 to Present

Members:Roberto De Vivo

Support the responsible of communication of the municipality plan and coordinate marketing campaigns, content and channels of communication management

**Contact Center 055055**

2005 to 2006

Members:Roberto De Vivo

Design of organization and processes

**Municipality of Florence**

2004 to 2005

Members:Roberto De Vivo

Communication and training management for PEOPLE project (more than 200 web services for more than 60 italian municipality)

**Banca Intesa**

2002 to 2002

Members:Roberto De Vivo

Project of Change management for corporate and internal communication of Intesa Sistemi e Servizi

**Poste Italiane**

2002 to 2002

Members:Roberto De Vivo

Project of communication and training plan to support the new processes and the new organization of 20 regionals ICT centers

**Gruppo Generali Servizi**

2002 to 2002

Members:Roberto De Vivo

Project of change management for corporate internal communication

**Ferrovie dello Stato (RFI)**

2001 to 2002

Members:Roberto De Vivo

Communication and training plan to support the new corporate processes about information into station to the public

**Gruppo Natuzzi**

2000 to 2001

Members:Roberto De Vivo

Communication and training plan to support retail network of more than 100 shop Divani&Divani

**FIAT Auto, Iveco Lancia**

1999 to 2000

Members:Roberto De Vivo

Consultant about web learning systems and multimedia training projects

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## Skills & Expertise

**Change Management**

**Communication**

**Marketing Management**

**New Media**

**Project Management**

**Cross-functional Coordination**

**Public Relations**

**Press Relations**

**Strategic Planning**

**Media Planning**

**Product Development**

**Public Sector**

**Public Administration**

**Corporate Communications**

**Social Media Marketing**

**Mobile Applications**

**Digital Marketing**

**Management Consulting**

**DI**

**Product Management**

**Chief Content Officer**

**Managing Editor**

**Director of Audience**

**Channel Strategy**

**Channel Optimization**

**Influencer Marketing**

**Influencer Relations**

**Agency Relationship Management**

**Freelancer Relationship Management**

**ROI Management**

**ROO Management (Return on Objectif)**

**Web Project Management**

**Web Content Management**

**Strategic Communications**

**Web Marketing**

**Training**

**Social Media**

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## Publications

### **Strumenti: una business Intelligence per la PA**

Maggioli Editore, Santarcangelo di Romagna (RN) 2010

Authors: Roberto De Vivo, AAVV

### **Innovative Local E-Government through the PEOPLE Project**

IGR, Tampere (Finlandia) 2006

Authors: Roberto De Vivo, Marco Magnani

### **Informatica e conservazione**

in Contemporanea, A. VIII, n°5, Il Mulino August 2005

Authors: Roberto De Vivo

### **Memoria e futuro**

in Storia e Futuro n° 5, Apogeo, Bologna, October 2004

Authors: Roberto De Vivo

### **Il Sistema dei Media**

in Storia e Futuro n°. 4, Apogeo, Bologna April 2004

Authors: Roberto De Vivo

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## Volunteer Experience

### **Volontario at Centro per disabili "Il Laboratorio"**

June 1994 - Present

### **Culture della materia in Organizzazione e gestione delle risorse umane at Università degli studi di Siena**

June 2002 - Present

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## Languages

**English** (Limited working proficiency)

**French** (Limited working proficiency)

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## Interests

Design, Fotografia reflex, Aquiloni, Cafè racer, Green economy

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## Certifications

### **ITIL Foundation Certificate in IT Service Management**

AXELOS Global Best Practice License 5587257.20494735 January 2016

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[Contact Roberto on LinkedIn](#)