

Contact

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Top Skills

Communication

Trade Marketing

Marketing Management

Publications

Muovere merci, muovere il mondo –
Moving Goods, Moving the World

Roberto Morelli

President at Generali Convention Center
Trieste, Friuli-Venezia Giulia, Italy

Summary

Senior manager with a broad perspective of the overall business, combining a strategic view with operational skills and the capacity to make things happen. Problem solver inclined to tackling both strategic matters and operational tasks from the set-up down to the specific details. Tapping into versatile interests and personal formation, he combines the advantages of various managerial experiences and professional skills, from economics to communication, from business analysis and execution to education, from project management to marketing & sales. As an effective leader, he sets a positive and challenging environment in his teams and wields assertive coordination through the internal departments, relying on authoritativeness more than authority. At a personal level, he has always cultivated a keen interest in the humanities.

Experience

GCC - Generali Convention Center Trieste
President
October 2021 - Present (2 years 11 months)
Trieste, Friuli-Venezia Giulia, Italy

Generali Convention Center Trieste, named after the major shareholder Assicurazioni Generali, is the largest multifunctional conference center overlooking the sea in the north-east of Italy. With a total of 10,000 square meters for 2 pavilions and 5,000 square meters of conference areas, GCC is the result of the sustainable recovery and energy redevelopment of Warehouses 27 and 28 of the Old Port in Trieste.

Università degli Studi di Trieste
Member Board of Directors
November 2022 - Present (1 year 10 months)
Trieste, Friuli-Venezia Giulia, Italy

illycaffè

16 years 3 months

Chief Marketing Officer

July 2020 - September 2022 (2 years 3 months)

Trieste, Friuli-Venezia Giulia, Italy

In charge of Global Marketing Corporate:

- Marketing Strategy
- Marketing Mix - Product, Price, Place, Promotion
- Brand & Advertising
- Product Management
- Trade Marketing
- Consumer Insight
- Art & Creativity

Other responsibilities / positions at illycaffè:

- CEO of Mitaca - Office Coffee Service branch of illycaffè
- President of ilko Coffee - Ready To Drink Business branch of illycaffè
- President of illy Bar Finance - Finance services to Hotel, Restaurant and Coffee segment, illycaffè
- President of Trieste Convention Center, leading the Congress & Event Center in Trieste, owned by 61 shareholders among which Assicurazioni Generali and illycaffè

Director of Strategy & Program Management

January 2017 - June 2020 (3 years 6 months)

Trieste, Italy

In charge of:

- Group Strategy elaboration and planning, supporting the CEO;
- Leading and monitoring the operative plans and the overall execution of the strategy;
- Business modelling;
- Partnership & Alliances
- Strategic Corporate Projects
 - CEO of Mitaca - Office Coffee Service, owned by illycaffè
 - President of ilko Coffee - Ready To Drink Business, owned by illycaffè
 - President of illy Bar Finance - Finance services to Hotel, Restaurant and Coffee segment, owned by illycaffè
 - Board Member of Trieste Convention Center - Congress Organization, illycaffè as shareholder

Senior Manager, Business Development Executive Director, member of Strategic Committee

January 2013 - December 2016 (4 years)

Trieste, Italy

In charge of:

- Business Strategy, Strategic Planning and Coordination, Business Modelling, Business Intelligence
- Strategic Corporate Alliances and Partnerships
- Business Development, Product Development
- Strategic Projects Management (e.g. retailing evolution, Expo 2015, related entities coordination)
- CEO and Deputy President of LARTE, the new concept of authentic Italian Restaurant, Gallery and Retail Shop, launched by Altagamma (High-End) Italian Brands: illycaffè, Alessi, Artemide, Baratti&Milano, Bellavista, Ca' del Bosco, Caffarel, Cantine Ferrari, Capri Palace Hotel, San Pellegrino, Santo Versace.

Other positions:

- Director of the Coffee Cluster (thematic pavillion) at Expo 2015, Milan
- Director of the "Ernesto Illy" Foundation
- President of the Master in Coffee Economics and Science (University of Trieste, University of Udine, Sissa, Cbm, Trieste Coffee Cluster)
- President of the International School of Trieste

Global Business Manager Ho.Re.Ca.

January 2012 - December 2012 (1 year)

In charge of:

- business strategy and modelling in hotel, restaurant and café sector worldwide;
- International Account Department (top hotel and food service chains worldwide).
- strategic alliances and partnerships in the Ho.Re.Ca. sector worldwide

Coffee Culture Senior Manager, University of Coffee Director

July 2006 - December 2011 (5 years 6 months)

Trieste, Italy

In charge of:

- Università del Caffè (illycaffè Corporate University);
- knowledge management through internal "Knowledge Tree"
- partnership with Universities and Academic entities about Education and Training
- Publishing and Editorial activity: books, leaflets, dvds, learning at a distance about coffee and business management in food&beverage sector

Corriere della Sera

External Reporter for Economics

January 1990 - July 2006 (16 years 7 months)

External Reporter focused on economics, analysis, enterprises, education and university

Iniziativa Culturali Spa

Director

January 2004 - June 2006 (2 years 6 months)

Non-profit cultural organization, branch of a Bank Foundation dedicated to University, Culture, Art and Literature

Università degli Studi di Trieste

Lecturer

September 1999 - May 2006 (6 years 9 months)

Lecturer in Journalism

Education

Cambridge University, Judge Business School

General Management Certificate, Economics · (2010 - 2011)

London Business School

Market Driving Strategy, Strategic Marketing · (2012 - 2012)

Università degli Studi di Trieste

SDA Bocconi

IECD Bled School of Management

Economics