



## ALESSANDRA BUCCI

Alessandra Bucci is a Senior Manager with over 25 years of experience in marketing, sales and operations. She has worked in the consumer goods (Unilever), pharmaceutical (Bristol Myers Squibb), telecommunications (TIM) and transport (Trenitalia) sectors.

She is currently a strategic consultant for large and medium-sized service companies, a member of the board of directors of various companies that are listed or in which Ministry of Economy and Finance has a shareholding, including Unieuro, Ferrovie dello Stato and Unidata S.p.A. She supports the EBRI – Rita Levi Montalcini Foundation in marketing and fundraising activities.

Ms Bucci is a contract professor in International Marketing at the La Sapienza University Rome as well as Chair and Senior Partner of Join Group - Business Advisory, a company which provides corporate strategic and operational consultancy, supporting management in digital transformation and change management.

In her long career, Ms Bucci has acquired skills in marketing, CRM, sales policies, planning, customer experience, income statement management, budgeting, pricing, revenue management and commercial processes..

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