

Caterina Zadra

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QUALIFICATIONS

High School: Villa Maria High School (Pennsylvania Sisters), La Planicie, Lima/Perù
Title Degree: Doctorate in Communication Science (Lima/Peru 1989) Lima University

SPECIALIZATION COURSES

- Specialization course in **Strategic Marketing and Services**.
Escuela Superior de Negocios (ESAN) (Lima/Perù 1987) Master Breve.
- Scholarship of the Ministry of Foreign Affairs/Italian Embassy in Lima for Individual Courses at the Department of Communications/ University of Bologna(1987/1988)
- Seminars on Saturday of Semiotics and Semiology held by Umberto Eco, as auditioner, Bologna (1987/1988)
- Course "**Account Executive**" at AS COMUNICAZIONE, Bologna (1987/1988)
- Course "**Responsible Marketing**" ELEA/OLIVETTI Milano (1992/1993)

LANGUAGES

Spanish	excellent, written and spoken
English	fluent, written and spoken

For which I am registered at the Chamber of Commerce of Novara as Translator and Expert in Foreign Languages (n° 329).

PROFESSIONAL EXPERIENCE

From 1990 to 1991 I worked at Milano as Assistant Commercial High-Tech sector, with the responsibility of external contacts, (customers/suppliers, Italian and English) and all internal and external communication at a privately-held software, Milan.

Until 1993, I made a research study for the Marketing office of the Milan insurance, about insurance products sold through the bank branches, alongside the Marketing Manager. I have edited the editorial part of internal and external communications to the organization. Milan. From 1994 to 2000 I alternated the translation of technical manuals and texts of fiction (some published by EMI/Milan) to Consulting and Training on Marketing, Communication, Customer Service, Quality of Service, etc., to undertakings or associations of Piedmont and Lombardy.

Since 2005 I am the owner of a Tour Operator that specializes in group travels, taking care of the organization and communication, keeping contacts with suppliers/customers in Italy and abroad. I coined the brand **SLOW-FOOT**; slow and contemplative Tourism registered at the Chamber of Commerce of Novara and has been spoken about in various magazines among others: Glamour, Modern Women, Travel Europe, etc.

I continue with projects, lectures and consultations in the fields of communication, tourism and territorial marketing. I made some educational interventions for territorial authorities

and was invited in 2010, as reporter at the Convention in Meda, in Milan, on sustainable development in Cesano Maderno; I gave speeches and lectures at several universities including the University of Turin (Sociology of Tourism) and the University Amedeo Avogadro (Economy of Tourism).

Since November 2009, I am President of the Committee on Women's Entrepreneurship in the Novara Chamber of Commerce, and from 2010, have been elected Chairman of the Committee on Equal Opportunities of the Province of Novara. I am also a member of the Board of Directors of Novara basketball and Ancos (onlus linked to Confartigianato) and member of AGESC (Catholic Schools Parents Association).