

Curriculum

*Most of my working life has developed primarily in the fields of **music and book publishing** and in the **multimedia music industry**. In these areas I have dealt with production and commercial activities at several levels, and I have carried out work in cultural mediation through the design of projects for the dissemination and promotion of cultural, artistic and symbolic goods.*

*I currently work as a **bookseller, with specific expertise in music publishing, music education and books of musical interest**. In my spare time I design and program websites oriented towards documentation and commerce in the music sector.*

Since 2005 I have been **sales manager** and **buyer** for **music scores, books of musical interest, musical instruments and accessories** at the **bookshop of the Auditorium Parco della Musica “Ennio Morricone” in Rome** (www.auditorium.com). Since 2022 I have also collaborated with the lead company that manages the Auditorium bookshop (Gelmar S.r.l.) in setting up and directing a new general-interest bookshop in the *shopping* area of Terminal T1 at **Fiumicino Leonardo da Vinci Airport** (www.adr.it/fiumicino).

From **2008 to 2012**, at the Auditorium bookshop, I was also a **management consultant** for organisation, management of general activities, maintenance of **relations with the resident foundations (Musica per Roma, Accademia Nazionale di Santa Cecilia, Cinema per Roma)**, maintenance of the computer network and management *software* (in particular **MacBOOK**, a system adopted by more than 500 bookshops in Italy), *marketing* and communication.

From **2003 to 2013** I was **editorial and commercial consultant** for the **record label Inedita** (Rome), specialising in musical rarities (especially Beethoven-related material) and musicological research.

From **2002 to 2004** I was **sales and marketing director** of the national music publishing distributor **Edizioni Musicali Riunite** (Rome, Ciampino), dealing with wholesale distribution of music editions, musical instruments and accessories. As part of my duties I was also responsible for producing and maintaining the company's editorial and commercial catalogues.

From **1999 to 2002**, I was **manager** of the **Hortus Musicus** shop in Rome, employed by the music publisher **Ut Orpheus Edizioni** in Bologna (www.utorpheus.com), where I dealt with the sale and purchasing of **music editions, books of musical interest, CDs, DVDs, musical instruments and accessories for musical instruments**. In this role I also managed commercial support for the **International Early Music Course in Urbino**, organised annually by the **Fondazione Italiana per la Musica Antica** (FIMA).

From **1996 to 1998** I oversaw the editorial production, *marketing* and distribution of the **Italian-language educational publications** of **Alfred's Basic Piano Library**, the result of an editorial and commercial agreement between the American music publisher **Alfred Publishing** (Los Angeles) and **Edizioni Musicali Riunite**. I personally promoted and supervised this agreement. This experience not only enriched my knowledge of music publishing production, but also led me to conduct a substantial analysis of the state of basic piano and music education in Italy, bringing me into contact with thousands of teachers and musicians throughout the country.

From 1990 to 1998, again at **Edizioni Musicali Riunite**, I was **head of international relations**, carrying out activities in Italy and abroad and regularly attending the Frankfurt Musikmesse (musik.messefrankfurt.com) each year to acquire new catalogues and identify new market opportunities. In this area I **designed** and produced for the company the **catalogues of musical instruments and accessories** and of **music editions**. In the process of defining these catalogues I also managed all commercial relations with national and international suppliers. In particular, I gained extensive experience in the import and pricing phases of musical instruments and accessories from outside the EU (supervision of letters of credit, customs documentation, shipments of full containers or groupage consignments). For the same company and during the same period I was also **head of the computer network** (Novell NetWare) and **programmer of the management software** (dBase III, IV and Visual dBase languages), which I personally designed and implemented according to specific requirements.

From 1989 to 1990 I collaborated with **SVPT - Sviluppo Vendite Prodotti Tecnologici** (Rome) in training and sales of **hardware** products for IBM PCs, **office automation software** (Open Access) and **3D CAD**.

I have occasionally worked as a **technical translator** from **English**, specialising in the translation of **texts and essays of musical interest**. **Since 1999** I have collaborated in this area with **Alfred Publishing** (Los Angeles), **Zecchini Editore** (Varese) and **Edizioni Curci** (Milan), translating several essays and manuals that were subsequently published. For the **Accademia Nazionale di Santa Cecilia** and the **Accademia Filarmonica Romana** I have also translated texts for concert programmes.

Since 2005 I have written reviews and articles on music for the magazine **Musica** and the literary blog **Nazione Indiana**, and I was the initial editor of more than fifty entries, mostly on musical subjects, in the Italian version of **Wikipedia**.

From 1997 to 2004 I was **artistic director** of the **Associazione Culturale Iterkléos** (Pizzo, VV), of which I was also a **founding member**. I was responsible for devising, promoting and organising cultural events in the field of classical music and music education in Calabria and Lazio. With this association I designed and organised several editions of the **national music competition** called **Promenade**.

I created various initiatives aimed at the **e-commerce** of traditional music products through the *internet* infrastructure, both from the point of view of design and management and from that of programming the web platform. Among these was the **marketplace** called **Musicommerce**, a non-profit commercial initiative of the Associazione Culturale Iterkléos, which was surveyed and mentioned in the 3rd Report (June 2004) of the **B2C Observatory of the School of Management of Politecnico di Milano**.

Previously, I completed **university studies in Physics**, with a personalised course plan oriented towards **Mathematical Physics**. During my university years I explored the foundations of mathematics, epistemology, and the social dimensions of scientific and cultural research. In the same period I also developed, in the field of computing, models and programs from the advent of the first personal computers onwards. Much of my study was carried out in the areas of electronics, optics, spectroscopy and acoustics.

As a result of the experience gained during my years of study and work, I have acquired extensive expertise in website publishing, specialising in the development and maintenance of **marketplaces** and **websites** of cultural interest. My scientific and computing background

has also enabled me to work with a wide range of operating systems, programming and scripting languages (Unix, Linux, Windows, MacOS, Fortran, Basic, Pascal, Java, Javascript, PHP, Python, GTK, etc.), as well as with the most popular programs for office automation, database management (Microsoft Office, dBase, FileMaker, PageMaker, etc.) and *networking* and *internetworking* (Apache HTTP Server). I follow computing and new technologies with interest, with particular attention to digital freedoms and the *open source* movement.

Skills

- Cultural mediation through the design and development of communication activities in the music field.
- Experience in *project management* applied to the implementation of musical initiatives, both commercial and cultural.
- Thorough knowledge of the Italian and international music market in the production and commercialisation of music editions, musical instruments and accessories, recorded and multimedia products.
- Ability to manage specific product-oriented and/or market-oriented projects throughout the full cycle from production to commercialisation and results analysis.
- Ability to manage both retail and wholesale sales of music editions, musical instruments and related accessories, and multimedia media. Experience in setting up and managing event-related points of purchase (POP).
- Broad network of personal and professional relationships in the music trade sector (publishers, record labels, wholesalers and distributors of music editions, instruments and accessories) in Italy and abroad.
- Extensive experience in devising and producing sales catalogues, *brochures* and promotional materials.
- Up-to-date and thorough knowledge of the music education sector both in Italy and abroad.
- Extensive *marketing* experience in the music sector.
- Excellent knowledge of written and spoken English, with particular expertise in the specialised language used in the music sector. Experience in interpreting during commercial transactions.
- Ability to orient myself in, and read, the main specialist vocabularies of the principal foreign languages used in the music field.
- Extensive experience in drafting distribution contracts and managing *marketing* agreements between companies in the music sector, both nationally and internationally.
- Experience in procedures relating to the import of musical materials from any part of the world and by any means (*container, groupage*, etc.). Knowledge of techniques for analysing import costs for the purpose of price formation or assessing margins on imported products.
- Extensive experience in the development and management of corporate *networking*, in the implementation of *e-commerce* infrastructures and as a *web architect*.