

Arvea Marieni

Strategic Advisor/Project Manager

Accomplished and highly analytical professional with proven project management, strategy development, market entry and BD skills in several industries in Europe and Asia. Demonstrated expertise in senior board level and political stakeholder management within both public and private sectors. Exceptionally strong cultural awareness and language skills. Proficient in renewable energy, recycling, and waste management the innovative tech application & internet-based business models. Well-versed in political lobbying, EU funding and PPP – Public Private Partnerships. **Expertise in:**

- Project & Account Management
 - Strategy Development
 - Corporate Communication
 - Management Consultancy
 - Co-Funding for innovative projects (EU, MOST.)
 - Leadership & Mentoring
 - New Business Development
 - Stakeholder Management
 - Corporate Communications
 - Market & Business Intelligence
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PROFESSIONAL EXPERIENCE

GCM Consulting Srl., Turin

Principle, Independent Consultant, Strategic Advisor, 2013 to Present

Headed up by Giancarlo Michellone (former C-Level exec within the Fiat Group), GcM Consulting is a boutique co. specialising in innovative approaches to improving Small to Medium Enterprise (SME) performance. **Recent Projects include:**

Technology & licence transfer from Italian owner to Chinese venture, 2017 to Present

Recycling, Technology Transfer, China Europe, Project management, strategy development.

Identified a Chinese buyer for an innovative system for recycling of heterogeneous scrap plastics. Successfully facilitated contract negotiations and communications between the parties. Projects design and management, including all related financial and legal aspects. Overall scope includes establishment of a plastic recycling system.

Key Contributions

- Market entry into China, contract negotiation and sale (machine/system value circa €10m). Overall value of the business plan (end market) is confidential
- Advised Chinese partner to obtain necessary authorisations and regulatory approvals.

Koujin LED Lights, Dezhou Shandong, China

Creation of export capability for a Chinese LED Light manufacturer, 2016 to Present

Public Private Partnerships, Renewable Energy & Efficiency, Business Development, Strategies, Ira-China link, Relationships

Spearheaded entire project activities from inception to completion, including negotiating and finalising the contract. The Pilot Project in Teheran is aimed at testing energy efficiency, comparing cost and product quality to obtain export licenses for Iran. Acted as single point of contact between Iranian Partner Company and Chinese manufacturer to ensure delivery.

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Key Contributions:

- Identified the Iranian partner. Brokered successful communication, including trouble shooting, between the parties to allow the project to progress
- Improved processes within Chinese manufacturing facility, advised on how to restructure management to be compatible with international markets/business

Angelantoni Industrie Group, Massa Martana, Perugia

Expanding business opportunities in Europe and in China, 2015 to Present

New Business Development, Joint Ventures Establishment, Technology Transfer, Stakeholder Management, Market Scenario Planning, Market & Business Intelligence

Brokered a joint R&D&I research project (molten salt storage systems) between Archimede Solar Energy (CSP Company within Angelantoni) and GEIRI GmbH (R&D Institute of State Grid Corporation of China in the EU). Scouted for and identified JV partners in China. On behalf of ATT (test technologies company within Angelantoni), supported business development within the German market. Designed a new strategy for addressing Industry 4.0.

Conducted analysis of green-field funding opportunities, linked with EU Commission (e.g. Horizon 2020). **Combined Turnover:** 75M / 350 EMP. Four Direct Reports.

Key Contributions:

- Strengthened Government and Institutional relationships within the German market.
- Acknowledged for exceptional performance by top management and nominated as first tier partner within SGCC (State Grid Corporation of China).

Adnkronos, Rome

Scientific Consultant, 2016 to 2017

Journalism, Technology, Innovation, Business Models, Market Identification, Mentoring

Working together with Corrado Clini, former Minister of Environment of Italy and Chair of the G20 of Energy, advice on the role of innovation in promoting industrial policies and technology development with focus on energy, environment, climate change, and sustainability.

Key Contribution:

- Independent validation of news regarding new technology solutions & business models.

Contributor & Blogger, 2012 to Present

Journalism, Communications, Digital Media, PR

Key Contribution:

- Writing on international politics, technology and innovation. Since 2012, manage my own Blog

Evac Oy, Esbo, Finland; Triton-Evac GmbH, Rellingen, Hamburg

Strengthen EVAC market presence and redesign supplier-relations, 2016 to 2017

Marketing, Strategy, Stakeholder Relations, Business Intelligence, Supplier-Relationship Management, Market & Business Intelligence

Promoted Cruise business in China & designed new collaboration supplier-relationship strategy approved by Fincantieri's C-Level exec. Enhanced PR, brand & reputation in the PRC. Monitored legislative processes affecting the shipbuilding sector (China & EU). Optimised business process and internal communications. Managed Key Accounts (Fincantieri, CSSC). Identified and assessed product development opportunities, planned new technology-based market scenarios. **Turnover:** 100M/300 EMP. 2-4 Team Reports.

Key Contributions:

Continued...

- Strengthened company's position on Chinese market, enhanced relations (political & board level.). Brought EVAC to participate in technical tables within industry associations... Brokered relationships with the highest executive level within Fincantieri
- Acknowledged as strategic supplier of a complete, integrated Green-Tech solutions by Fincantieri and CSSC (China State Shipbuilding Corporation)
- Recognised for exceptional performance and invited to participate as first tier advisor to official business delegation of Prime Minister of Finland to China in June 2017.

Portrix Group, Hamburg

Consultant/Strategic Marketing, Product Development, Market Entry, 2013 to 2014

Budget Management, Internet-Based innovation business models, New Product Development, Political Lobbying, Scenario Planning

Kept abreast with latest automotive market trends in tech and commercial development. Co-developed innovative Smart Mobility product, recognised strategic partnerships, and initiated negotiations with industry actors and potential buyers. Established professional relationships with political stakeholders and industry partners.

ADDITIONAL EXPERIENCE

AREA Science Park, Trieste, Marketing Manager & Program Manager (ENERPLAN)

Loccioni | TBS Group, Trieste, Advisor to CEO in relation to Chinese joint venture

Antica Ditta Marchisio, Torino, Consultant & Project Manager (Vietnam) | **METER Spa, Robassomero (TO)**, Consultant (optimisation processes within JV – Shanghai) | **FEDERMACERO, ROME**, Director, Advisor to the Board, Board Member | **Soulier Sa/Veolia, Turin, Paris**, Export Manager | **Isola Spa, Hamburg/Beijing**, Area Manager & Project Manager | **ANCI Comunicare, Rome**, Contributor and Foreign Correspondent (1998)

EDUCATION

Master in Political Science (International Relations), Rome

EU-China Management Training Programme, Beijing | EU Project Management Course College of Europe, Brussels

LANGUAGE & IT SKILLS

German, English, French: Fluent | Italian Mother Tongue | Chinese (Mandarin) Fluent | Spanish Good

MS Office: Word, Excel, PowerPoint, Outlook, Windows 2000, Windows XP, Windows Vista, Microsoft Project, Social Media & Technology (Internet, Tablets, Smart Phones..)