

Mariafederica Paces Asti

Project Management & Event Director



Accomplished professional with diverse experience leading communication, marketing, and sponsorship activities across pharmaceutical companies, luxury brands, and sports industry.

Experienced consultant for multinational organizations; adept at operating in highly competitive markets. Proven track-record as Event Director, enabling project advancement, and assisting organizational change. Knowledgeable at developing event strategies to promote new brands within sustainable plan. Successful in achieving key goals for corporate communication and identifying/resolving internal communication issues. Skilled in defining/implementing international sponsorship programs and steering sport-sponsoring projects resulting in business expansion. Passionate about innovation and sustainability.

Areas of Expertise

- ◆ Event Management
- ◆ Digital Innovation
- ◆ Sustainable Strategies
- ◆ Project Governance & Advancement
- ◆ Budgeting & Forecasting
- ◆ Team Leadership & Development
- ◆ Sponsorship Management
- ◆ Change Management
- ◆ Mentoring & Coaching

Professional Experience

SECI 1981, Milan

2001 – Present

Senior Partner & Board Member

Expert at steering, organizing, and overseeing projects with a sharp focus on innovation and sustainability. Consultant with proven industry-leading practices to effectively manage and sustain sponsorships. Supervise and refine corporate marketing strategies to broaden the customer base and foster strong digital innovation. Exercise diligent oversight and control over budgets to ensure balanced and well-distributed expenses.

- Provided esteemed services to luxury market and leisure brands during past ten years.
- Drove sports sponsoring activities and events for Rolex Italy over 15 years.
- Supported the digital transformation within sport events.
- Promote the sustainable approach within clients' teams.

A YOUNG RIDERS ACADEMY, Lugano, Switzerland

2014 – Present

Marketing, & Communication Manager

Initiated and co-launched the equestrian sports academy alongside other founders. Exploited over the years negotiation skills to successfully secure sponsorships for this distinctive project. Led and oversaw comprehensive marketing initiatives to expand the program on a larger scale. Cultivated robust cross-functional relationships and encouraged sustainable management practices.

- Pioneered the academy to grow new athletes and educate on modern sport system.
- 90 have been selected and trained out of 260 European candidates throughout the nine years.

Additional Experience

AVENTIS PHARMA, Milan Italy. Brands Manager (Dirigente).

RHONE POULENC RORER, Milan, Italy. Communication Manager (Dirigente).

WESTLAND, Milan, Italy. Consultant.

Education

STANFORD UNIVERSITY School of Engineering 2022. Energy Innovation and Emerging Technologies: Strategies for Sustainability.

Stanford, US. Executive Program.

INSEAD, Leading in a transforming World Program 2020\2021.

Leading Organisations in Disruptive Time. Strategies for Digital Disruption. Innovation in the Age of Disruption.

Insead, Fontainebleau France. Executive Program.

MBA SCIENCE PO, Master of Business Administration

Institut d'Etudes Politiques de Paris, France.

BACHELOR OF SCIENCE & POLITICS

Universita' Degli Studi di Milano, Italy.

Additional Education

Success Unlimited Network (SUN). Success Coach Training and Certification Program. US.

Marketing Management executive program. ISTUD, Stresa, Italy.

Paper

MF Pacces, *Non solo per Denaro*. Business Management, L'IMPRESA gruppo Sole 24 Ore, May 2005.

Languages

Italian – Native | **English** – Fluent | **French** – fluent | **Spanish** – Moderate