

## CURRICULUM VITAE - MARIA CRISTINA ALTROCCHI

### PERSONAL INFORMATION

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Nationality. Italian  
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### WORK EXPERIENCE

**January 2020 – present**

**City ZEN S.r.l.**

**Teacher and Yoga Planning Director**

Within City ZEN (citizen.it), a Milan based state-of-the-art holistic space for physical wellbeing, I manage a team of around 35 professional yoga teachers, taking care of class planning and strategy monitoring all statistics on course attendance and trends. I'm responsible for finding new activities and teachers to support the team and actively collaborate with the communication, social and business management teams supplying content and defining messaging strategy for the studio.

**November 2017 – December 2019**

**Freelance Consultant Milano**

Freelance consultant across international and national events, brand planning and social media and communication strategy in Milano (City ZEN, Mandotti Lighting, etc.)

**September 2001 – October 2017**

**Mediobanca – Banca di Credito Finanziario S.p.A.**

**Head of Brand and Events**

Within the **Group Communication Area**, I started up the **Events team**, supervised and coordinated three professionals skilled in organizing internal and external events (analyst presentations, seminars, conferences, meetings) from the technical and logistics point of view (direction, locations and suppliers scouting, mailing list collection, setting ups, catering, documents design and production – invitations, leaflet, branded and customized material) for the Bank and all Mediobanca Group's Companies (CheBanca!, Compass, MIS, Spafid, Creditech, etc.). Within the Knowledge Management team (part of the Group Communication Area) – I started up the division and set up the team.

**Brand Identity team**, supervised and coordinated three more professionals assigned to the Production Desk, i.e. design and creation of all corporate standards (Power Point and Word presentations, M&A, pitching, IPOs documentation, corporates assessments, information memoranda). Creation of ad hoc presentations for our clients (e.g. analyst and roadshow presentations) and support to the presentations from designing to final drafting (creation, animation, printings, binding and packaging, etc.). Research and brand registration; design, production, selection and purchase of all branded material.

Simultaneously, from 2004 to 2005 within the **Knowledge Management Area**, I operated as the team researcher supporting the financial analysts.

Launch and development of Brand Identity (Corporate Image Handbook and logo creation for Mediobanca and all its controlled companies, design of all templates – Market Research, visiting cards, invoices, administration documents and, letters List of parties); graphic supervision to the creation of the Knowledge Management interface, Intranet supervision and management, corporate website restyling and reengineering for the bank and its subsidiaries (different releases).

**April 2001 - September 2001**

**Banca Intesa**

**Facility Manager, M&A Team Assistant, Researcher**

Within the start-up of the M&A area with organizational duties, I supported the team, introduced the graphic production desk and created corporate standards, in addition to liaising with suppliers for research databases collection.

**February 2000 - April 2001**

**Banca IMI SpA**

**Production Desk Manager**

Within the Corporate Finance & Capital Markets Area, I worked with the infodesk team. I was in charge of the graphic production desk, developing, editing and creating presentations and documents for M&A, pitching, IPOs, corporate assessments, besides information memoranda.

**May 1999 – February 2000**

**Robert Fleming SIM SpA** (then JP Morgan/Chase)

**Assistant to the Director**

Supporting professionals in travel organization, contacts with foreign headquarters, drafting and designing of presentations for M&A deals, corporate assessments and information memoranda for the clients.

**December 1996 - May 1999**

**Lazard Vitale Borghesi & C.** - *International Merchant bank in the M&A, Capital Markets, Investment Management, born of the merger of Lazard S.p.A. and Vitale & Borghesi).*

**PA to one of the Managers**

Support for the team, liaised with headquarters abroad and skilled in drafting and designing M&A deals, corporate assessments and information memoranda for the clients.

**October 1990 - November 1996**

**Sitrade Italia S.r.l.** (import and trade company)

**Secretary, English correspondent and translator**

Within the General Management Team, I assisted and supported the Sales Department (liaised with foreign suppliers) and Technical Department (technical manuals translation).

## **EDUCATION: PROFESSIONAL**

2016 Master in Public Relations – IULM University

2016 "Project Management Foundations" Course – Progetti Vivi–Innovating PM

2006 "How organize a corporate event" Course - LRA Reed Business Information

2004 "Organization of events and conferences" training course - Team Management

1994 English course at "EF School" in Brighton

1990 Commercial and Foreign language correspondent graduation attained at Istituto Tecnico "Vilfredo Federico Pareto" in Milan 1990

## **EDUCATION: YOGA**

2020 200 hours Yin Yoga Teacher Training acknowledged by Yoga Alliance International

2018 500 hours Yoga Teacher Training acknowledged by Yoga Alliance International

2013 250 hours Yoga Teacher Training acknowledged by Yoga Alliance International

## **PERSONAL SKILLS AND KNOWLEDGE**

Italian Fluent

English Excellent

French Good

Spanish Basic

I enjoy managing teams and individuals. I work well within a fast passed environment and am able to remain calm and focused offering fast, considered thinking and decision taking during the process. I have a proactive mindset, a positive attitude and always focus on the creativity of solutions.

## **TECHNICAL SKILLS**

Social media knowledge and management.

Microsoft Office (word, power point, excel), Adobe (acrobat writer/reader, illustrator, photoshop)

Financial database and sector instruments knowledge (Bloomberg, Thomson Financial, etc.)