



CARLO BALDASSI
management & marketing consultant
Udine-Italy

Carlo Baldassi was born in Udine (1951) and, after a degree at University of Milan in 1976, he has been a marketing manager in some Italian leader industries.

From 1990 he started as a management consultant and founded **Studio Baldassi management consultants** in Udine.

Studio Baldassi' core competence is the successful partnership with Small & Medium Enterprises of Northern Italy in change management programmes, customer relationship, marketing planning and creative salesforce training.

Studio Baldassi has still developed partnership with over than 250 companies of different industries (manufacturing and operations, services, public institutions & utilities, associations of entrepreneurs etc), many of them for years long.

He operated as an Italian partner of Vigilance European programme for Knowledge Management in SME's and he personalized that practice for Change Management consultancy.

From academic year 2000 to academic year 2007 Carlo Baldassi has been contract lecturer at Udine University (Public Relations faculty) in management consultancy techniques.

He published 19 books on marketing & management issues about SME's and over than 300 articles for some Italian professional magazines off and online.

He frequently delivers speeches during economic meetings.

Carlo Baldassi is a former CMC (qualified management consultant of APCO-ICMCI), he has been partner for many years with two leader local consulting companies and actually leads his own consulting firm based in Udine. He delivers his services following the Italian law 4/2013.

His mission is *'helping SME's and Organizations to help themselves doing better business'*.

Studio Baldassi's main professional areas are following:

- **leadership & change management**
- **knowledge management & business intelligence**
- **competitive strategies: how SME's can face global challenges**
- **quality management & customer satisfaction**
- **CRM and marketing management planning**
- **support to web marketing, trade marketing, PR events and promotions (e.g. incentives, exhibition planning)**
- **front line & salesforce training programmes**
- **tutorship to family companies' governance**

For further details see CV presentation in italian on www.baldassi.it-for any information please contact info@baldassi.it or call **039 0432 43930**

