

**Lorenzo Sciadini** is the founder of a consulting firm and instructor of marketing and communications for universities, international institutions and companies.

For years his occupation has entailed work for innovative and new media ventures, banks and public administration, working in direct collaboration with multinational and recognized consultant companies.

He has carried out and participated in numerous innovative projects in the Cultural Heritage and Arts sector, in the automation of Health Services and for Local Public Administration, in e-commerce and new technologies marketing. He possesses concrete experience with Credit Institutions and Regional, Provincial and Community Administrations; Museums, Theatre and Library, including Associations and Enterprises.

He gained experience at *Università degli Studi di Firenze* frequenting *Corso di Laurea in Ingegneria Meccanica* (Degree Courses in Mechanical Engineering). He graduated with a three year EU Diploma in Marketing and Communications. He is specialized via numerous courses and masters programs in Marketing Management Strategies and Tactics (P. Kotler), Psychology of Communication, Business Administration, Marketing and Political Communication, Negotiations, Sales Techniques, Business Marketing, Cultural Management, Museum Marketing, Knowledge and Document Management. Achieving his *Maturità Scientifica Informatica* and holds a Computer Science Analyst Diploma. He speaks fluent English and studied both French and German in his post-university scholastic career.

He has studied information technology and works in many OS (Win, Mac, Linux, DOS). He has experience in Computer Graphics, Web Development, office automation and practice with on-line systems (Internet/Intranet) and workgroup (lotus Notes, MS Exchange).

He has work experience through an advertising agency and has accomplished on-the-job training in communications, marketing and public relations (Saatchi & Saatchi, Radio DeeJay, Full Line Promotion, Best Sound and Cine Music, Circle and BMW, Motion Picture) and training that includes the organization of an advertising agency, Creative Marketing and Promotion, musical soundtracks in advertising messages, the creation of an advertisement spot, Advertising, Producer, Network Radio.

He is the editor of journalistic heading and manages a press agency. In the past he has worked for House Organ and Internet magazine. He has collaborated with periodicals writing marketing and communication articles.

Recently specialized in the study and development of projects of territorial marketing, marketing tourism and marketing of cultural heritage and the arts. His near future objective is to achieve significant experience in Non Profit Marketing with particular reference to Cultural Heritage and the Arts, Social Responsibility and Tourism.

He is working to contribute to the formation and guidance of the diffusion and knowledge of the Cultural Economy, for a correct application of marketing as a social and economical discipline for the development of intellectual, human and economic capital. He is ICOM's member.

Lorenzo Sciadini was born in *Città di Castello*, Italy on November 17th, 1971. He now works and lives in Florence Italy.