

# Alessandro Lama

MANAGER

## PROFESSIONAL EXPERIENCE

### ACTUAL - DEDEM SPA GROUP

- Head of Strategy and Institutional Relations
- Head of Environment and Safety Certifications Division

### 2010/2023 - DEDEM GROUP

- Director of International Marketing, Communication and New Media

### 1998/2010 - DEDEM SRL

- Director of Marketing and Communication

### 1992/ 1998- PHOTO-ME GROUP (BOOKHAM-UK-FRIBURGO )

- Overall Quality Coordination for ILFORD products created for Photo-Me and 110 worldwide subsidiaries.
- Presentation management.
- Customer communication coordination.

### 1996/1996- ARIEL TECNICA SPA-UE

- Team Leader of the 5-million-dollar PHARE-JOPP project

### 1992/1996- TECNOTRON (SPAIN)

- Project coordination for promotion and communication with Mars (Pal Viskas)

### 1992/1996- FOTOFIX (GERMANY)

- Contact point for communication with Deutsche Bahn (DB)

### 1992/1996- NIPPON AUTO PHOTO (JAPAN)

- Promotional project with Chlorets

### 1992/1996-PORTREX (FRANCE)

- Communication coordinator for the partnership with Disney France

### 1992/1997-ARPES (ROME-BRUSSELS)

- Marketing Executive
- Oversees the overall brand image
- Leads national and European funding projects in collaboration with Parmalat, Cirio, Unaproa, Unaprol
- Manages user interface design for an integrated IT system for Italian fruit and vegetable supply chains



## ABOUT ME

Born in Bari on January 27, 1960, but of Roma adoption. After completing my higher education, I immediately entered the workforce as a national and international business consultant, specializing in problem-solving, marketing and communication, and quality. I have gained experience in companies such as Iri, Confcommercio, Ericsson Fatme, Coni, the German National Tourism Office, Gruppo Annunziata, and Arpes. Currently, in addition to being the Head of Strategies and Institutional Relations and Head of the Environment and Safety Certification Division for the Dedem SpA Group, I am the CEO of Lama&Associati Srl, President of Federamusement Confesercenti, and a Member of the Board of the Family Entertainment Expo consortium.

## CONTACT



+39+348-3363838



alessandrolama@alessandrolama.it



via Aventina 3/a 00153 - Rome

## PROFESSIONAL EXPERIENCE

### 1992/1992 - EUROPACK

- Marketing strategies
- Manufacturer of plastic and aluminum materials for food preservation
- Training salespeople on communication
- General image coordination

### 1990/1994 - ERICSSON FATME

- Marketing consultancy for the Private Networks sector
- Preparation and management of interactive presentations internally and to customers: example, GdF-ILVA-MEDIASET-Arma Carabinieri and so on
- Organization of Kick Off Sellers
- Management of internal staff training
- Organization and preparation of SMAU stands
- Coordination of all internal technical manuals
- Coordination of the corporate image (CVI) towards the media and customers
- Image manager for: MD110, Eripax, Mobile Phone, Business Phone, Voice, Freetel, DECT

### 1990/ 1992- ITALSTAT/IRITEKNA

- Coordination for communication in national and international media
- Coordination for the editorial drafting of REP-IRITEKNA, GARBOLI, ITALIMPA, ITALEKO budgets

### 1990/1992-CONFCOMMERCIO (ROME)

- Communication coordination:
  1. National membership campaign with management of member feedback
  2. Organization of a general meeting in Rome among the members
  3. National campaign against extortion rackets

### 1990/1992-GRUPPO ANNUNZIATA

- Marketing and communication coordination for SCALA Detersivi products
- Coordination of image, media, packaging for Annunziata products towards France-Algeria-Arab countries
- Creation of a customer satisfaction service
- Television advertising campaign for "cartacucina" with Saatchi&Saatchi

### 1990/1992-IRI FORMEZ BANCO DI NAPOLI

- Coordination of "Master in Business Administration" in collaboration with STOA' for Massachusetts Institute of Technology

### 1989/1989-IFAP GRUPPO IRI

- Coordinator of the new IFAP training/communication activities

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## CURRENT POSITIONS

- Head of Institutional Relations Dedem Spa Group
- CEO Lama&Associati srl
- President of Federamusement Confesercenti
- President of the Tellus Milan Foundation
- Member of the board of the FUN Consortium
- Member of the Board of the Family Entertainment Expo consortium
- Member of the Board of Odissea srl

## LANGUAGES



English



French



Spanish

## PROFESSIONAL EXPERIENCE

### 1988/1988-UNIONE GIOVANI INDUSTRIALI E FIERA DI ROMA

- Organizational management and marketing of the first "SALONE DEL MARE"

### 1988/1988-ILFORD( ROME)

- Direction of the cultural project and exhibition "Vela a way of being a Photographer" by Franco Pace and ILFORD. Museum of popular arts-ILFORD-Municipality of Rome

### 1988/1988-UFFICIO NAZIONALE PER IL TURISMO TEDESCO(PARCO DEI PRINCIPI-ROME)

- Direction of the workshop "TOURISM IN GERMANY"

### 1987/1987-CONI- FONDAZIONE ONESTI

- Coordinator of the "La Favola dello Sport" project on CONI Commission and Ministry of Education

### 1986/1986-BANCO DI NAPOLI

- General organization Security J24 World Championships. CONI F I V-CCVN clients

### 1985/1985-MUZZIO EDITORI

- Team leader, design and illustrations of the "12 meters and America's Cup" editorial project

### 1984/1985-STUDIO DI ARCHITETTURA E INGEGNERIA "GORJUX-BERNABO'- JORIO"

#### Client Superintendency of Fine Arts of Salerno:

- Project leader of the Padula Abbey survey campaign
- Coordination and methodology of the survey
- Coordination of the teams, communication methodology and data entry

### 1984/1984-STUDIO DESIGN "GIANNI FERRARA"

- Coordinator of the project of a transportable emergency shelter for risky situations (**Civil Protection client**)
- Responsible for the design and creation of the protective helmet for FS workers (**FS client**)
- Project manager of a hardware system for sales agents connected to a landline telephone network

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## EXPERIENCE IN FOREIGN MARKETS



England



France



Spain



Germany



Romania



USA



Mexico



Japan

# PROFESSIONAL EXPERIENCE- ENVIRONMENT AND SAFETY

## ACTUAL POSITION- DEDEM GROUP SPA

- Head of the Environment and Safety Certifications Division

## 2013/2017- ECORIT

- National President of the Mandatory Consortium for the Treatment of WEEE

## 2013- HOLY SEE PRESS OFFICE ( CITTA' DEL VATICANO)

- Security service of the Vatican press office during the conclave and the beatification of the pope, including security management of the television media platforms Piazza Pio XII, Piazza Pia and the Urban College

## 2012/2013- JUDICIAL GUARDIANS OF GIRABILANDIA PARK

- Latina State Police District Anti-Mafia Directorate of the Naples Prosecutor's Office, G.I.C.O. of the Financial Police of Rome
- Technical report for the court on the state of maintenance of the Girabilandia Park considered to be available to the Mallardo Clan.

## 2012/2012-FINANCIAL POLICE(COMMAND OF POLICORO-BASILICATA)

- Advice on the seizure of Kiddie Rides made by unlicensed Italian companies

## 2005/2005-FINANCIAL POLICE(COMMAND OF AVELLINO-CAMPANIA)

- Consultancy regarding the creation of an illegal tire landfill

## 1997/1997-NIOSH/OSHA

- Analysis of security developments between Italy and the United States. Client Prosecutor's Office of S. Maria Capua Vetere

## 1986/1986-CELIO MILITARY HOSPITAL (ROME)

- Survey and analysis of fire prevention issues throughout the military hospital structure. Client "Studio Architettura ROSSI" (Authorized VVFF professional)

## 1985/1985-CISTERCIAN ABBEY OF PADULA (CAMPANIA)

- Management of the detection site in a dangerous area.
- Coordinator of survey teams. Client STUDIO BERNABO' - IORIO GORJUX

## 1980/1980-CARITAS (ROME)

- Rescue team coordinator working alongside the Granatieri di Sardegna department in Rome during the earthquake in Irpinia

## 1976/1977-ARCHAEOLOGICAL GROUP GEMONA-OSOPPO

Rescue team coordinator for the recovery of works of art during the Friuli earthquake

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## PROFESSIONAL QUALIFICATIONS

- Responsible for the administration and sale of food products (HACCP and related) Legislative Decree 31/3/98 n° 114
- Technician responsible for companies that manage and transport special and special dangerous waste (DM 406/98)
- Technician responsible for companies that transport, load and unload dangerous materials (Directive 96/35/EC)
- Authorization to sign the declaration of correct assembly of the attractions (Internal Ministry decree 16/6/2008)

## TECHNICAL SKILLS

- CAD
- world, excel, power point,
- Photoshop
- Internet

## EDUCATION

### 1981 - ISTITUTO SUPERIORE DI DISEGNO INDUSTRIALE

Higher para-university diploma. Score: 110 cum laude

### 1977 - LICEO ARTISTICO STATALE ROMA

High school diploma in Architecture, with a score of 60/60.

- CAD
- world, excel, power point,
- Photoshop
- Internet

## PROFESSIONAL TRAINING COURSES

### AIFES FORMAZIONE

- AMENDMENTS TO DECREE 81: THE FORMATION OF THE DDL AND THE ROLE OF THE IN CHARGE.
- HEALTH ASPECTS RELATED TO THE PANDEMIC (valid as RSPP / ASPP update Art.32 Legislative Decree 81/08 and Annex III State-Regions Agreement of 07 July 2016; update pursuant to the Interministerial Decree of 6 March 2013).
- THE APPLICATION OF THE ANTI-CONNECTION PROTOCOL IN COMPANIES (valid as RSPP / ASPP update Art.32 Legislative Decree 81/08 and Annex III State-Regions Agreement of 07 July 2016; update pursuant to the Interministerial Decree of 6 March 2013).
- FEDERAL AGREEMENT ON THE REGULATION OF MEASURES TO CONTRAST AND CONTAIN THE SPREAD OF THE COVID-19 VIRUS.
- Covid MANAGER certificate.

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## PROFESSIONAL CERTIFICATIONS

- RYA Short range certificate for maritime communication
- ISAF Offshore personal survival course certified
- Certificate of technical suitability for high risk firefighting officer issued by the Fire Brigade - Rome -
- Certification as Trainer of Trainers for Workplace Safety 2014/2017 issued by KGB
- Manager Certificate in Health and Safety Systems n°40 issued by ICPREV
- CE training certificate for consultants for the transport of dangerous goods (Dir 96/35 CE) renewed until 2016 Cert. C00481 issued by the Ministry of Transport -Italy-
- Qualification for the role of Technical Manager of companies used for the transport of hazardous waste (basic module, module A and B -special waste, hazardous waste) issued by IRFIL Roman Institute for Entrepreneurial Training

## PROFESSIONAL TRAINING COURSES

### AIFES

- RESPONSIBILITIES REGARDING HEALTH AND SAFETY IN THE TIME OF COVID19 (valid for 2 hours Update RSPP/ASSP CSP-CSE All.3 ASR2016).
- CONTRACTS AND CONSTRUCTION SITE IN THE TIME OF THE CORONA VIRUS (valid for 2 hours update rspp/assp csp-cse all.3 asr2016).
- COVID-19: PHASE 2 STAY REORGANIZATION OF WORK CONTEXTS (valid for 2 hours update rspp/assp csp-cse all.3 asr2016).
- COVID19 HOW HEALTH AND SAFETY CHANGES THE OBLIGATIONS FOR COMPANIES (valid for 2 hours Update RSPP/ASSP CSP-CSE All.3 ASR2016).
- COVID-19: PHASE 2 STAY REORGANIZATION OF WORK CONTEXTS (valid for 2 hours update rspp/assp csp-cse all.3 asr2016).
- FIRE PREVENTION, FIRE FIGHTING AND EMERGENCY MANAGEMENT EMPLOYEES IN ACTIVITIES AT HIGH FIRE RISK.
- DATA PROTECTION OFFICER DLGS 30 JUNE 2003 N.196, LAW 25 OCTOBER.

### AIFOS

- MANAGEMENT TRAINING Articles 18 and 37, Legislative Decree 9 April 2008, n. 81 - State-Regions Agreement 21/12/2011
- INSTRUCTOR AND RESCUER OF ACROBATIC COURSES UNI EN 15567-1/2 standard
- PREVENTION AND PROTECTION SERVICE MANAGER macro-sector B: Services-Offices n.9, Education n.8, Agriculture n.1, P.A. Chemical industry, Rubber, refineries n.5, Public Administration Trade and transport n.6. Manufacturing-Industry n.4

### O.P.N. EFEI

- PREVENTION AND PROTECTION SERVICE MANAGER (all ateco 2007 macro-sectors and the new production sectors sp1 - sp2 - sp3 -sp4 pursuant to art. 32 paragraph 6 of Legislative Decree no. 81/08 and subsequent amendments and the State-Regions Agreement, repertoire of acts no. 128/CSR, del 7.7.2016.)

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## MAIN CLIENTS

- UNAPROA
- RENAULT AUTOEQUIPE
- ERRE CAR
- SERVOMAT S.R.L.
- DEDEM AUTOMATICA S.R.L.
- ARIEL TECNICA S.P.A.
- RIZZI COMPANY
- DSA
- SERVICE TEAM
- SOLAR UMBRIA
- TRUST TECHNOLOGY SERVICE
- EUROVISION
- SPANISH RADIO TELEVISION
- FRANCE 2
- ARD GERMAN RADIO
- ZTS GERMAN RADIO TELEVISION

# PROFESSIONAL TRAINING COURSES

## UNIONCHIMICA

- PREVENTION AND PROTECTION SERVICE MANAGER (Form B macro-sectors 3-4-5-6-8-9; Form C) art 8bis Legislative Decree 626/94

## RINA

- QUALITY MANAGEMENT SYSTEMS E THE NEW REFERENCE STANDARD (What's new in the ISO 9001:2015 standard)

## FORMUP

- PERIODIC INSPECTION CONTROLS ON PPE FOR MOUNTAINEERING Directive 89/686 EEC Legislative Decree 475/92

## AES

- CONSULTANT FOR THE SAFETY OF THE TRANSPORT OF DANGEROUS GOODS (Advanced training course DGSA 03-06 - Legislative Decree 40/200 ADR/RID Regulations 2005)

## ISFOP

- INTEGRATION BETWEEN SAFETY, HEALTH AND ENVIRONMENTAL MANAGEMENT SYSTEMS
- OBLIGATIONS AND DRAFTING OF THE SECURITY PROGRAM DOCUMENT (Consolidated Law on Privacy - Legislative Decree 196/03)

## UNIVERSITA' ROMA3 ( ROME)

- 32-hour training course Legislative Decree 626/94 ART 8-bis as integrated by Legislative Decree 195 of 06.23.03

## INFORMA

- WASTE RECENT MODIFICATIONS AND INTEGRATIONS; REFUSE THE NEW IMPLEMENTATION DECREES; FIRE PREVENTION IN LIGHT OF THE NEW REGULATIONS
- IMPROVEMENT IN THE SAFETY OF WORKERS' HEALTH at the University of Bari - Institute of Occupational Medicine

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