

Costanza MARINELLI

13/3/1965 – Italian national married to a Dutchman - 3 boys

Studied and worked in 7 countries

Court Kaga-cho C, 2-5-1 Ichigaya Kaga-cho, Shinjuku-ku, Tokyo 162-0062 (Japan)

Tel. +81 80 79 53 13 03

E-mail: costanza.marinelli@free.fr

Summary

MBA with extensive experience in market research and consulting for loyalty specialists, banks and insurers. Italian mother tongue with 6 foreign languages. Studied and worked in 7 countries (Italy, Germany, UK, Luxembourg, the Netherlands, France and Japan).

Studies

High School: Liceo classico "Carmine Sylos" – Bitonto (Italy) – Note 60/60

University:

- Diploma of German and English Interpretation and Translation - School for Interpreters and Translators of Florence (Italy)
- Degree in Political Science - University of Florence (Italy) - Note 110/110
- Member of the team representing Italy at the International Law Competition "Philip C. Jessup" in Chicago (USA)
- Rheinische Friedrich-Wilhelms-Universität - Bonn (Germany) – Faculty of Political Science – 6 month Erasmus Scholarship

Post-University Studies:

- Diplomatic School – Florence (Italy)
- MBA - The Open University - Milton Keynes (UK)

Work Experience

Freelancer since September 2004 working as:

- **Market research consultant (Paris/Tokyo) – Project management of worldwide market research on loyalty, banking and insurance products** for Sémaphore Conseil and Inoven Altenor (March 2005 – Present) working from Paris and since January 2014 from Tokyo. Project manager for worldwide market research, competitor's analysis and benchmarks on loyalty, banking and insurance products. Management of projects, coaching and coordination of international correspondents. A few examples: Newsletter on innovations in loyalty in 8 European countries and worldwide (more than 3000 loyalty programs/initiatives analyzed), monthly benchmarks on car credit standard tariffs and promotional offers, the global market of affinity cards for women, the market of gift and prepaid cards in Italy, the credit card market in Morocco, Ecommerce payment platforms (Moneybookers, CCAvenue, Alipay, etc.), 2 PtoP consumer credit platforms, Notice accounts in Europe, Worldwide market research on private pension and LTC schemes, Black and white registers in 13 European Countries, Consolidation debts' markets in Europe, Consumer credit market in South-America, Boat financing in Europe, On line car financing in Italy and France, Insurances relating to non-cash means of payment in Europe, The "Low Cost" Banking Business Model, Banking packaged targeting cross-border workers in Europe, Yearly Micro and Macroeconomic Business Reviews of 11 European consumer credit markets, etc. Presentation of a study on black and white register in Europe before the ASEF, the Comité de préfiguration of the French Ministry of Finance as well as the Banque de France. Several presentations in front of the top management of the Banque Accord, LaSer, Crédit Mutuel, Crédit Agricole. Interviewed once in La Tribune (PtoP Lending Platforms, article appeared on 5 September 2009) and one television appearance in the programme "C dans l'Air" (7 January 2010) on the same subject. (<http://www.youtube.com/watch?v=tCp8LFgl5Qw>). Articles published on the Black

and White Registers Study published in La Tribune (17 December 2009), Les Echos, Journal de l'Automobile.

- **Recruitment Consultant for Larsen g11n Ltd (London, UK)** (September 2004 – May 2008): Business development for the French, the Italian, the German and the Spanish markets, liaising with existing clients to keep up-to-date with their current and future recruitment needs, research and recruitment candidates for current and future vacancies.

Localization Project Manager

Medtronic B.V. (Heerlen, the Netherlands)

July 2000 – June 2004

Project management for translations of technical manuals, programming guides of implantable medical devices (i.e. pace makers, defibrillators) for a market leader American multinational. Assuring high quality manuals and CD-ROMs in 9 European languages before market launch, meeting budget and planning targets, ensuring compliance with stringent quality procedures. Coordination and review of the Italian translations of technical manuals.

HR Specialist Europe

MALLINCKRODT MEDICAL GmbH (Hennef, Germany)

January 1997 – June 2000

Recruitment, international long and short-term relocations within the organization. Assistance in taxation and legal issues compensation and benefits, personnel development, training, design and implementation of HR tools, job description and evaluation for the staff in Germany and in the European subsidiaries. Supporting the setting up of affiliates, acquisitions and mergers (participating in the due diligence report before acquisition of a South African company), Liaison with HR consultants.

Public relations/Marketing specialist

CESD COMMUNAUTAIRE ASBL (Sennigerberg, Luxembourg)

August 1993 – December 1996

International Institutions. Publications, creation of a data bank and a web site. Drafting of press releases. Organisation of training courses. Evaluation of customer feedback. Advertising and promotional activities. Frequent travels abroad.

1996: Human Resources Specialist. Co-responsible for the restructuring of the organisation.

Trainee/Auxiliary agent

COMMISSION OF THE EUROPEAN COMMUNITIES – EUROSTAT (Luxembourg)

March 1991 – July 1993

Participation in drafting EC legal acts in the statistical field. Monitoring of infringements against EC legislation. External relations activities.

Languages

- **Italian:** Mother tongue
- **English:** Bilingual proficiency
- **French:** Bilingual proficiency
- **German:** Professional working proficiency
- **Spanish:** Professional working proficiency
- **Dutch:** Professional working proficiency
- **Swedish:** Basic knowledge

Hobbies

Volley, bodyboard, travels