

# Marco Bertagni

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## PROFESSIONAL SUMMARY

Executive Director, Consultant, and Network President with over 30 years of leadership experience in international trade, lobbying, and institutional advocacy. Proven track record driving commercial strategies, managing trade associations, and fostering industrial networks within the Agri-food, Wine & Spirits, and renewable energy sectors. Recognized expert and international lecturer in corporate storytelling and economic geography.

## CORE COMPETENCIES

- International Trade & Digital Export Management
- Lobbying & Public Affairs (EU & National)
- Strategic Planning & Network Management
- Executive Leadership & Budget Administration
- Corporate Storytelling & Faculty Lecturing
- Fluency in Italian, English, French, Spanish; Basic Portuguese

## PROFESSIONAL EXPERIENCE

### BERTAGNI CONSULTING SRL | Anzio, Rome, Italy

#### Founder & Executive Director | 2009 – Present

- Provide strategic business consulting to corporations in foreign trade and international lobbying, specializing in Agri-food, Wine & Spirits, wine supply chains, industrial alcohol, and agro-energy/renewable energy sectors.
- Founded and serve as President of three major industry trade networks: WiDEN, FederMosti, and MUST.
- Founded EMME (Eliciting Mapping Managing Emotions), an international laboratory for emotional geography.
- Deliver executive education on international trade, integrated/emotional geography, and corporate storytelling as a faculty lecturer for PoliDesign, ICE/ITA, GEMA Business School, EY Academy, Confindustria, and Chambers of Commerce.
- Serve as a regular guest speaker at international conferences, including EUGEO, academic institutions, and industrial trade associations.

### ASSODISTIL (National Association of Industrial Distillers of Alcohols and Spirits) | Rome, Italy

#### General Manager | 2000 – 2009

- Directed all organizational operations, personnel management, and budget drafting for the national trade association.
- Led high-level lobbying and advocacy initiatives directed at top-tier government administrations, political institutions, and national/international public bodies.
- Coordinated strategic representation and advocacy actions for member companies across the distillation and wine supply chains at the national and European Union levels.
- Represented national interests within the UEPA (European Union of Alcohol Producers) across the Bioethanol, Foreign Trade, and Internal Market Committees.
- Managed public relations, media outreach, industry economic data processing, and the editing of annual institutional reports.
- Chaired and presented at national and global trade conferences regarding agro-energy developments.

### A.I.D.I. (Association of Italian Confectionery Industries - now Unione Italiana Food) | Rome, Italy

#### Official – Foreign Trade & Economic-Environmental Affairs | 1992 – 2000

- Coordinated joint trade actions in foreign markets and advised member companies on internationalization and import-export regulations.
- Represented the Italian confectionery industry as an official delegate to the WTO negotiations in Seattle.
- Served as the AIDI delegate to Caobisco (European Confectionery Association) across the Foreign Trade, Statistics, Environment, and Raw Materials Committees.
- Headed the AIDI Economic Observatory, the Environment Committee, and the Exporters Committee.
- Acted as the official liaison to Federalimentare to manage industry-retail relations.

**AUTOMELODY SPA | Reggio Emilia, Italy**  
**Area Manager (Iberian Peninsula) | 1992**

- Defined and executed the commercial strategy for Spain and Portugal within the automotive Hi-Fi and accessories sector, representing the brand at international trade fairs.

**MINGOZZI SRL | Faenza, Italy**  
**Export Manager | 1992**

- Established, organized, and structured the company's first dedicated export department and identified high-growth potential international markets.

**EDUCATION & TRAINING**

**Sapienza University of Rome | Rome, Italy**

- **Master of Science in Political Science** (International Politics focus)
- **Master of Science in Geographical Sciences for the Environment and Health**

**ICE/ITA (Italian Trade Agency) | Rome, Italy**

- **Executive Master in D-TEM (Digital Export Management)**
- **Post-Graduate Specialization Master in Foreign Trade (COR.C.E.)**

**Additional Professional Development:**

- **Film Production & Screenwriting:** Professional Certification Courses (2019 – 2020)
- **Professional Photography:** Certificate in "Photography in the Flat" by Giancarlo Ceraudo (2013)

**RESEARCH & MARKET ANALYSIS EXPERIENCE**

- **Market Research Author:** "*Large Food Retail Distribution in France*" – Structural study of retail chains and procurement policies for Italian food exports (Commissioned by ICE Paris).
- **Market Research Author:** "*The French Market for Packaging and Wrapping Machinery*" – Competitive landscape and entry strategy mapping for Italian SMEs (Commissioned by ICE Paris).
- **Market Research Author:** "*The United States Market for Bakery Products*" – Regional market analysis (East/West Coast USA) covering pricing, labeling laws, and distribution channels (Commissioned by ICE New York).
- **Research Contributor:** "*Organizational Learning and Corporate Culture*" – Field interviews and literature review on corporate DNA (Commissioned by IFAP Rome).

**MILITARY SERVICE**

- **Italian Navy (Corps of the Cost Guards) | 1988 – 1989**
  - Served as a Complementary Officer (Midshipman) at the Naval Academy of Livorno and the Ministry of the Merchant Navy in Rome. Achieved rank of Lieutenant Junior Grade (2003).

**GLOBAL FOOTPRINT**

- **Extensive International Experience:** Conducted business, research, or institutional travel across over 100 countries across Europe, the Americas, Asia, Africa, and Oceania. Full country list available upon request.