

# Cristina Saporiti

## Curriculum Vitae



Italian  
19.02.1973  
cristina.saporiti@gmail.com  
+41 78 8759973  
Via A. Fogazzaro, 2  
6900, Lugano, Switzerland  
C Permit

Featured in the book "**101 Donne di Successo in Ticino**", Edimen Media Community, 2022.

Experienced Director of Operations with a proven track record in global higher and executive education.

Expertise in the Education System of Switzerland and internationally. Skilled in organization, project management, business planning, market strategy, entrepreneurship, career development, and event management.

Strong consulting background in change management, leadership, marketing, communication management, and key account management from reputable institutions such as SDA Bocconi, Kellogg School of Management, USA, INSEAD, EMST, and USI Università della Svizzera italiana.

Open-minded, flexible, and highly motivated. Ability to efficiently plan and utilize available resources to achieve assigned tasks. Proven collaboration and teamwork skills with professionals from diverse cultures and nationalities. Exceptional organizational skills with a keen attention to detail while maintaining a strategic perspective. Management of complex relationships and businesses across different hierarchy levels globally.

A responsible individual who thrives under pressure.

Actively involved in the USI Academic Senate as a staff representative and the USI Commissione del Personale.

---

<b>Executive Education</b>	2023	<b>USI Executive MBA, MAS – Focus in Digital Transformation &amp; Sustainability (Class 2021-2023)</b>
		<b>Leadership</b> Prof. Andreas Bernhardt, ESMT, Berlin, Germany <b>Change Management</b> Prof. Frédéric Godart, INSEAD, Fontainebleau, France
	2019	<b>Digital Business Immersive</b> , EMBA USI, Università della Svizzera italiana, Lugano CH
	2018	<b>Business Law</b> , EMBA USI, Università della Svizzera italiana, Lugano CH
	2017	<b>Talking Presentation/Public Speaking</b> , Kinetic Consulting Group, Dubai, UAE
	2010	<b>Communication Management</b> , SDA Bocconi School of Management, Milano, Italia
	2005	<b>Integrated Marketing Communications Strategy</b> , Kellogg School of Management, Evanston, IL, USA
	2005	<b>Key Account Management</b> , SDA Bocconi School of Management, Milano, Italia
<b>Bachelor</b>	2004	<b>Basic Marketing Evening Edition</b> , SDA Bocconi School of Management, Milano, Italia
	2009	<b>Degree in Law</b> , Major in International Law Università Cattolica del Sacro Cuore, Milano, Italia
<b>Bachelor</b>	1998	<b>Degree in Political Sciences</b> , Major in International Economic Organizations Università Cattolica del Sacro Cuore, Milano, Italia
<b>High School</b>	1992	<b>Scientific High School Diploma</b> Liceo Scientifico Statale L. Da Vinci, Gallarate (VA), Italia
<b>Professional Experience</b>	05/2021	<b>USI Rectorate - Prof. Gambardella Pro Rector for Innovation and Corporate Relations</b>
	ongoing	USI Università della Svizzera italiana, Lugano, Svizzera  Developed the business plan for Lifelong Learning Education (LLE) as Pro Rector for Innovation and Corporate Relations under the guidance of Prof. Gambardella at the USI Rectorate.

---

Conducted an analysis of the existing USI LLE portfolio by mapping and collecting data on academic products and programs with and without ECTS from all faculties. Conducted financial analysis on enrollment costs and revenues, evaluated the method used to define programs, assessed the budget system and method of evaluation and approval of programs, and analyzed the Faculty compensation model and overheads.

Conducted technical and competitive benchmarking at local (Canton Ticino), national (Switzerland), and northern Italy levels to identify areas, programs/products, or strategic partnerships for improvement. Specifically, conducted technical benchmarking to determine USI capabilities of LLE products in comparison to leading competitors, and competitive benchmarking to measure the performance of LLE USI and compare it to other competitors.

09/2010 **Director of Operations USI Executive MBA**

ongoing Led the strategic planning, design, development, and launch of the first edition of USI EMBA, a global, multicultural advanced master's degree in management with participants from over 30 different nations. Managed the program's CHF 1 million turnover per edition. Currently overseeing the optimization, redesign, and implementation of the new edition through new e-learning tools and platforms.

**Project Manager Executive Education Programs & Events**

Organized, implemented, and managed executive open enrollment courses and customized programs at senior and middle management levels in various disciplines. Also responsible for executive training courses for internal colleagues and workshops. Coordinated academic national and international conferences, public and institutional events, and was responsible for administration, contracts, and reporting.

**Corporate Relations**

Handled internal and external communication activities with academic faculty and administrative staff. Developed and managed partnerships with companies, public, and private institutions, including strategic planning and reporting.

01/2007 **Program Manager, Executive Education Division**

08/2010 SDA Bocconi School of Management - Università Commerciale Luigi Bocconi, Milano, Italia

Planned, managed, and organized approximately 80 short executive education courses and about 10 international executive education programs annually. Developed and implemented the business and marketing plans for all the activities of the Executive Education Learning Division.

12/2006 **Program Manager, Marketing Department**

01/2004 SDA Bocconi School of Management - Università Commerciale Luigi Bocconi, Milano, Italia.

Developed and implemented the business and marketing plan for the executive education learning activities of the Marketing department at SDA Bocconi, as well as initiatives such as the Marketing Community, conferences, and events.

Was part of the team that launched the first Executive Master with Double Degree between Bocconi and ESADE Business School, Barcelona, Spain in 2005.

Managed key accounts for corporate customers.

12/2003 **In-Company Projects Coordinator, Masters Division Career Development Service**

11/1999 SDA Bocconi School of Management - Università Commerciale Luigi Bocconi, Milano, Italia

Developed partnerships between organizations and SDA Bocconi, including budget planning, sales, and logistics. Managed approximately 30 field projects annually, an integral part of the MBA course, and handled the preparation of contracts, reporting, and accounting.

Also provided career coaching and placement activities for international MBA students, averaging about 150 students per edition.

---

02/1999 **Freshfields Bruckhaus Deringer** – International Legal Firm - Milano, Italia  
10/1999 **Team Assistant Paralegal**  
Word processing of the legal documentations and translations for Offering Circular, M&A Contracts.

---

**Languages Skills**

- Italian Mother tongue
- English C1 Proficiency
- French B1

---

**IT Skills**

- Windows – MS Office – SAP – Microsoft Teams – Panopto –
- Academic e-learning platform – Miro – Trello – Visio – “R”

---

**Hobbies** Skiing, travelling, music and concerts, fashion and design.

---

**References**

**Umberto Giovine** - Entrepreneur and Founder of the “Associazione Talento nella Vita +41 79 353 95 22 [umberto.giovine@bluewin.ch](mailto:umberto.giovine@bluewin.ch)

**Daniele Lotti** - Former President of Società Elettrica Sopracenerina SA (SES)  
+41 91 756 92 22

**Gianluca Colombo** – Director USI EMBA & Dean USI Faculty of Economics  
+ 41 76 5260539 [gianluca.colombo@usi.ch](mailto:gianluca.colombo@usi.ch)

**Kostis Christodoulou** – Professor LBS London Business School  
[kchristodoulou@london.edu](mailto:kchristodoulou@london.edu)

**Frédéric Godart** - Professor INSEAD  
[frederic.godart@insead.edu](mailto:frederic.godart@insead.edu)

**Sandro Castaldo** - Professor Università Bocconi, Founder Partner Focus Mgmt, Presidente Società Italiana di Management - [sandro.castaldo@sdabocconi.it](mailto:sandro.castaldo@sdabocconi.it)

**Patrick Spinedi, Ing, EMBA** - Corporate Key Account Manager, Swisscom Business Ticino  
+41 79 822 20 41 - [patrick.spinedi@swisscom.com](mailto:patrick.spinedi@swisscom.com)

**Luigi Alzati, Ing, EMBA** - VP Sales and Marketing at VALIME, Inc, USA  
[luigialzati@hotmail.com](mailto:luigialzati@hotmail.com)

**Other references available upon request.**