

Curriculum vitae, Pasquale Alferj

Work experience

Since 2004 editorial coordinator of “Equilibri”, the four-monthly journal on sustainable development published by Fondazione Eni Enrico Mattei with il Mulino publishing house.

Since June 2006 editorial coordinator of “Dialoghi Internazionali. Città nel Mondo”. Since April 2003 support to the Communications Management of Brembo Spa.

2002-2006, editorial coordinator and director of "Itinerari d'impresa", the quarterly journal published by the Human Resources Department of Ferrovie dello Stato with Rubbettino publishing house.

He has also collaborated with: Hera Spa (Transformation of the “Gasometro” into a cultural area for exhibitions, shows and events: feasibility study, project leader of the Italian équipe; director of the project Cité des sciences et de l’industrie; 2003-2004); Verona municipality: member of the team in charge of the strategic plan of the city (2004); Banca Popolare di Milano (internal communication; cultural projects and social initiatives [1997 – 2003]); Marketing Studies & Research Unit of RTI-Mediaset (bimonthly reports on the specific aspects of the television and communications market, 1997-1999); Pharmacia & Upjohn (internal communication, 1997-1998); consultant to the Communication and Media Relations Management of Poste italiane (“special projects” advisor: school, social economics, management-employees conventions for the presentation of the first Business Plan; 1999-2002); Cofiri (writing and editing of institutional publications, 2002).

March 1997 - September 1990. Milano - Bonaparte 48 . Coordination of the relations with the main customers of the agency, and in particular elaboration and control of the communication projects and special initiatives, the internal communication activities and the agency’s publications and relations with the press. Among the agency’s customers: Fidia, Farmitalia-Carlo Erba, Pharmacia, Dompé, Recordati, Igm-Waste Management International, Gucci, InarCassa, Assimpredil..

1988 - 1990. Torino (Rivoli). Secretary general of the International Contemporary Art Museum, "Castello di Rivoli".

1988 - 1983. Milano - Montedison SpA. Corporate Image Manager of the Montedison Group. Responsible for developing, planning and organizing the Group’s communication strategy together with the External Relations Management. Development of the institutional communications program, Montedison Progetto Cultura.

1983 - 1981. Roma - Montedison SpA. Within the Institutional Relations management, coordination of the job creation and entrepreneurship programs in the critical areas of the Group (Priolo, Brindisi, Acerra, Ferrara), organization of the

corporate image research of Montedison and support to the President on economic and industrial policy themes.

1981 - 1979. Milano - Demoskopea srl. Senior researcher in the “Social research” area. Cooperation with Prof. Gianpaolo Fabris in the 3SC project (Socio Cultural Movements and Scenarios of Change), an innovative tool for the definition of firm objectives and strategies (marketing, new products positioning, development of "media-plans" for advertising purposes).

1978. Milano - Metra Italia. Junior researcher for industrial area analysis.

1977. Milano - Fiorucci Spa. Among the project planners and coordinators of the Fiorucci Technical Styling School

1977 - 1975. Milano - Recom Srl. Junior researcher for convenience goods marketing.

Other activities

2000-2008, cooperation with the Chair of the History of Sociological Thought at the University of Trento.

Cooperation with Arcana edizioni, Roma (1977 - 1980); Theoria Edizioni, Roma (1989-1993); Le Mani, Genova (1994-1996).

Cooperation in the organization of a number of exhibitions: Centre George Pompidou-Beaubourg (*Tout néo, tout beau*, 1986); Cité des Sciences et de l'Industrie-La Villette (*Les années plastiques*, 1987; *Les matins des molécules*, 1988); Triennale di Milano (*La neomerce*, 1985; *Pezzi di ricambio*, 1992). Participation in several preliminary studies for the development of new-generation thematic museums.

Secretary to the scientific committee and secretary general of Fondazione Carlo Erba (1987 - 1988).

Responsible for the planning and publication of a number of different books for firms, banks and other bodies at publishers such as Arcana, Theoria, Einaudi, Electa, Skira, Bruno Mondadori.

Education and post-graduate studies

1973 - Laurea in Sociology (University of Trento - with Gian Enrico Rusconi, 110/110).

1979 - Parigi - Cofremca- Sciences sociales appliquée et études de marché: 6-month internship (director: Alain De Vulpian)

1985 - Milano. Bocconi University: Copas course.