

## PERSONAL INFORMATION

## ALEXANDRA CEMBRAN



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Sex female | Date of birth 09/03/1977 | Nationality Italian

## WORK EXPERIENCE

**08/2020 – today Head of Marketing  
Consorzio Vini Alto Adige**

Responsible for strategy and marketing activities for Alto Adige Wines.

Proposing body – **OCM Vino promozione**

Programme title: Alto Adige www 2 – Alto Adige world wide wine. Contract no.: Bolzano 4 2020/2021. Duration: 1 year. Markets: USA, Russia, Japan, Switzerland, Canada, China (Hong Kong).

Proposing body – **OCM Vino promozione**

Programme title: Alto Adige www – Alto Adige world wide wine. Contract no.: Bolzano 3 2019/2020. Duration: 1 year. Markets: USA, Russia, Japan, Switzerland, Canada, China (Hong Kong).

**01/2016 – 7/2020 Unit Coordinator EU Agricultural Merchandising Projects & Product  
Marketing Wine  
IDM Südtirol – Alto Adige**

Campaigns to promote Alto Adige PGI and PDO products (domestic and international markets) – **Reg. EU 1144/2014**

Initiated project suggestions on behalf of the respective Alto Adige consortiums and assisted with submissions

Assisting Alto Adige consortiums in the working group for the project Programma 4EU (4 Extraordinary Excellence European Experience), contract no. 779464 – 4EU – MI, Consorzio Mela Alto Adige (lead partner), Consorzio Formaggio Stelvio, Consorzio Vini Alto Adige, and Speck Alto Adige Consortium.

Duration: 3 years (01/06/2018 – 19/09/2021).

Markets: Italy, Germany, Netherlands, Sweden.

Proposing body – **OCM Vino promozione**

PROSWISS – Programma Vini italiani in Svizzera. Contract no. 29983 pos Bolzano 8 – 2015/2016; 29983/2 pos Bolzano 8 – 2016/2017; 29983/3 pos Bolzano 8 – 2017/2018.

Duration: 3 years.

Market: Switzerland.

Project management of marketing campaigns for Consorzio Alto Adige Wines – **OCM Vino promozione**

PRORUS – PROMoting wines in Russia and in the United States. Contract no. Bolzano 1 – 2016/2017; Bolzano 1 – 2017/2018.

Duration: 2 years.

Markets: Russia, USA.

www. Alto Adige – world wide wine Alto Adige. Contract no. Bolzano 3 2018/2019.

Duration: 1 year.

Markets: USA, Russia, Japan, Switzerland, China (Hong Kong).

Alto Adige www – Alto Adige world wide wine. Contract no. Bolzano 3 2019/2020.

Duration: 1 year.

Markets: USA, Russia, Japan, Switzerland, Canada, China (Hong Kong).

Responsible marketing campaigns for Alto Adige wine in Italy, Germany, Austria and United Kingdom

- Project management

- Constantly communicated and coordinated with the consortiums, the team and the relevant internal departments as well as external service providers to fully achieve objectives
- Strategically supervised and coordinated the operative implementation by the members of the team
- Led the team (4 employees)

**09/2011 – 12/2015 Head of EU Agricultural Merchandising  
EOS – Export Organisation Südtirol**

Executing body/agency responsible for carrying **Reg. EC no. 3/2008**

La nuova sicurezza alimentare europea – proseguimento

Contract no. 05 02 1001 3800 – 507.

Duration: 2011-2013.

Markets: Germany, Italy, Poland, Czech Republic.

Beneficiaries: Consorzio Mela Alto Adige (project lead), Consorzio Vini Alto Adige e Speck Alto Adige Consortium.

Executing body/agency responsible for carrying **Reg. EC no. 3/2008**

PRO.GA.DE. Prodotti garantiti d'Europa.

Contract no.: 05 02 1001 3800 – 527.

Duration: 2014-2017.

Markets: Germany, Italy, Austria, Czech Republic.

Beneficiaries: Consorzio Formaggio Stelvio (project lead), Consorzio Mela Alto Adige, and Speck Alto Adige Consortium

Proposing body – **OCM Vino promozione**

PROVINUS 3 – PROgramma Vini Italiani Negli United States. Contract no. 30560 pos Bolzano 1 – 2011/2012. Duration: 1 year. Market: USA.

PROVINUS 4 – PROgramma Vini Italiani Negli United States. Contract no. 26625 pos Bolzano 1 – 2012/2013. Duration: 1 year. Market: USA.

PROVIT – PROgramma Vini Italiani in Russia e USA. Contract no. 31198 pos

Bolzano 1 – 2013/2014; 31198/2 pos Bolzano 1 – 2014/2015; 31198/3 pos Bolzano 1 – 2015/2016. Duration: 3 years. Markets: Russia, USA.

PROWIN in Japan – PROMoting WINes in Japan. Contract no. 34603 pos Bolzano 5 – 2014/2015; 34603/2 pos Bolzano 5 – 2015/2016; 34603/3 pos Bolzano 5 – 2016/2017. Duration: 3 years. Market: Japan.

- Project management
- Constantly communicated and coordinated with the consortiums, the team, and the relevant internal departments as well as external service providers to fully achieve objectives
- Strategically supervised and coordinated the operative implementation by the members of the team
- Led the team (2.5 employees)

**01/2007 – 09/2011 Account Manager / Project Manager  
EOS – Export Organisation Südtirol**

Marketing campaigns for Alto Adige wines

Trade fair presentations about the wine industry and quality products from Alto Adige

Collaborative projects about quality products (Slow Food)

- Coordinated and implemented marketing measures
- Event management (small and large events)
- Planned and implemented joint booths at trade fairs
- Budgeted and monitored expenses

**02/1998 – 12/2006 Account Manager / Project Manager  
Bolzano Chamber of Commerce**

**WIFI – Wirtschaftsförderungsinstitut (Business Development Council)**

Department for Merchandising & Trade Fairs

Marketing campaigns for Alto Adige wine, bread and grappa

Trade fair presentations about the wine industry and quality products from Alto Adige

- Implemented marketing measures
- Event management
- Planned and implemented joint booths at trade fairs

- Budgeted and monitored expenses

EDUCATION AND TRAINING

09/1996 – 09/1997 Language stay / au pair in Honiton, Devon (UK)

1991 – 1996 Higher education entrance qualification SECONDARY SCHOOL FOR MODERN LANGUAGES (Istituto Marcelline, Bolzano) Final mark 54/60

PERSONAL SKILLS

Mother tongue Italian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
GERMAN	C2	C2	C2	C2	C2
ENGLISH	C1	C1	C1	C1	C1
FRENCH	B2	B2	B1	B1	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

Job-related skills Strong leadership & role model  
 Analytical skills & good judgment  
 Make decisions quickly and with confidence  
 Persuasive & convincing  
 Solution-oriented  
 Strong organisational & planning skills  
 Able to think ahead  
 Creative  
 Diligent & conscientious  
 Flexible & adaptable

Digital skills MS Word, MS Excel, MS PowerPoint, experienced user of digital and social media

Personal interests Reading, Pilates, my vegetable garden, cooking, food & wine tours, wine, foodstuffs

Driving licence B