



Silvia Burzagli

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Address: Rond Point Schuman, 14, 1040, Bruxelles, Belgium (Work)

● WORK EXPERIENCE

01/05/2022 – CURRENT Brussels, Belgium

EXECUTIVE DIRECTOR OF EU LIAISON OFFICE REGIONAL GOVERNMENT OF TUSCANY - PUBLIC ADMINISTRATION

Supports all aspects of cooperation between the Regional Council of Tuscany and the European Union, from high-level political contacts to day-to-day interaction on issues of common interests. The office also works together with many other partners based in Brussels as other European regions, international organisations and institutions, national representations and authorities, international thematic networks. Personal assistant of the President of Tuscany Region as member of the Committee of the Region in Brussels.

Since January 2023 member of the Management Board of ERRIN - European Region Research and Innovation Network.

Qualified support on State Aid, support to the bottom up process of European legislation, lobbying action.

14/08/2021 – CURRENT Middle East

CONSULTANT FOR TOURISM AND INTERNATIONAL BUSINESS FREE LANCE

- GLG Group: cooperation as consultant on specific projects in Middle East
- Alphasights: cooperation as consultant on specific projects in Middle East
- Advisor for Tourism and Economic Development for some Middle East upcoming destination
- Advisor for Italian companies to be connected to the international market with specific focus on Middle East
- Qualified support for strategic planning
- Qualified support for touristic policies
- Qualified support for international business and for export strategies

30/04/2019 – 13/08/2021 Abha, Saudi Arabia

ADVISOR FOR TOURISM AND ECONOMIC DEVELOPMENT ASEER DEVELOPMENT AUTHORITY - ASDA - GOVERNMENT ADMINISTRATION

- Advisor on Tourism Development programs and implementations for the Aseer Development Authority
- Member of the Executive Committee and of the Board of Directors
- Advisor for the regional strategy on tourism
- Monitoring initiatives and programs of the regional development strategy
- Support to the governor of Aseer (HRH Prince Turki Bin Talal)
- Advising for the regional strategy on Tourism approved in August 2021

- Collaboration with external stakeholders across the government and private sector of the region (Amana, Amara, Chamber of commerce, STHC, Business sector)
- Collaboration with national stakeholders (Ministry of Tourism, Saudi Tourism Authority, Ministry of Culture)
- Evaluation of physics needs for redevelopment areas in terms of public infrastructure, business involvement and community involvement
- Implementation of innovative ideas for promoting the region and achieving goals for tourism development
- Request of Proposals to implement the strategic initiatives
- Expert at the "Saudi Season Creative Lab" of the Saudi Tourism Commission in Riad
- Team leader for tourism in the "Tourism experience in Aseer" project for Summer 2021 and 2022
- Team leader for the design of 5 touristic itineraries in Aseer in cooperation with TTP
- Advisor for the project "Made in Aseer"
- Advisor for the project "Urban Code in Aseer"

31/03/2016 – 29/04/2019 Florence, Italy

EXECUTIVE DIRECTOR - ECONOMIC PROMOTION AND TOURISM DEPARTMENT REGIONAL GOVERNMENT OF TUSCANY - PUBLIC ADMINISTRATION

- International relations for business development in Tourism and Industry
- International projects and platform for business development and for best practice exchange
 - Tourism and commerce policies for destination management and for promotion
 - Innovative tourism products (trails, less known destination, local community engagement)
 - Vetrina Toscana (marketing and branding policies for Tuscan products inside a network of Restaurants and Shops)
- International projects for tourism and international networking
 - European projects as Mitomed Plus, Panoramad, Brandtour, Digital platform for tourism
 - Representative at national and European board for regional policies in economic promotion and tourism
 - Secretary General at NECSTOUR - European Network of more than 30 European Regions for Sustainable Tourism Development
- Representative at the National Coordination Board for Tourism and Economic Promotion
- Project leader for regional promotion plan for tourism and SME's
- Project leader for guidelines to the regional agency for tourism promotion Toscana Promozione Turistica
- Economic promotion plans and actions, innovation projects for SME's, projects with Universities and Research and Development Center
- Industry 4.0 and regional DIH (Digital Innovation Hub)
- Strategies and plans for promoting Tuscan Artistic Crafts in cooperation with ARTEX
- Member of the Advisory Board in the Crosslab project at the University of Pisa - IT Department

01/02/2005 – 30/03/2016 Florence, Italy

DEPUTY DIRECTOR REGIONAL AGENCY FOR ECONOMIC PROMOTION - TOSCANA PROMOZIONE

- Project manager for International Business events (economic business Forum, institutional Relations, Business Matchmaking, international Agreements)
- Projects leader for international Marketing Plans in different economic sectors (industry, agribusiness, tourism)
- Projects leader for Country programs with companies and institutions (China, Brazil, USA, UAE, India)
- Projects leader for international campaigns for tourism promotion in Tuscany (as "Voglio vivere così" and "Divina Toscana")
- Brand development project for Tuscan products as Wine, Food & Artifacts (Tuscany Taste)
- Project manager for Tuscany at Expo Dubai 2020, Expo Milan 2015 and Expo Shanghai 2010
- Projects leader for Food itineraries in Tuscany to promote Tourism & local certified products

15/09/1995 – 31/01/2005 Tuscany, Italy

EXECUTIVE MANAGER PUBLIC ADMINISTRATIONS

- Leading and coordination of innovative projects with the local stakeholders
- Media & press relations
- Innovation of internal processes & management control
- HR development

01/01/1993 – 14/09/1995 Florence, Italy

MARKET RESEARCH ANALYST PRIVATE COMPANIES

- Market research in relation to target customers
- Analysis of the market position of the products
- Support to the development of the market strategy

● EDUCATION AND TRAINING

30/09/1991 – 30/07/1992 Italy

MASTER MBA IN BUSINESS ADMINISTRATION Elea & Olivetti Business School

30/09/1983 – 26/03/1990 Italy

MASTER DEGREE IN POLITICAL SCIENCE - INTERNATIONAL STUDIES University of Florence - Faculty "Cesare Alfieri"

Website <https://www.unifi.it>

31/08/2017 – 30/12/2017

BUSLEAD 1X "BECOMING AN EFFECTIVE LEADER" University of Queensland

Website <https://www.uq.edu.au>

31/03/2020 – 29/06/2020 Australia

BUSLEAD 2X "LEADING ORGANIZATION" University of Queensland

Website <https://www.uq.edu.au>

30/04/2018 – 30/08/2018 United States

FUNDAMENTAL OF NEUROSCIENCE Harvard University

Website <https://www.harvard.edu>

30/11/2010 – 27/02/2011 Italy

MINI MASTER ON INTERNATIONAL MARKETING AND BUSINESS MANAGEMENT SDA Bocconi

Website <https://www.sdabocconi.it/>

31/08/2007 – 30/12/2007 Italy

COACHING TRAINING COURSE FOR EXECUTIVES AbdL& Partners

31/12/2006 – 29/06/2007

MINI MASTER ON BUSINESS MANAGEMENT AND STRATEGY Business School Il Sole 24 Ore

Website <https://www.24orebs.com/>

● LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

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

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
SPANISH B1		B1	A2	A2	A2
ARABIC A2		A1		A2	
CHINESE A1					

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Microsoft Office | Microsoft Excel | Microsoft Word | Social Media | Microsoft Powerpoint | Google Drive | Zoom | Google Docs | Skype | Facebook | Instagram | Twitter | Power Point | Internet user | LinkedIn | Outlook

● ADDITIONAL INFORMATION

VOLUNTEERING

14/04/2021 – CURRENT Florence
Red Cross and Crescent

31/08/2015 – CURRENT Fondazione Europea Cammino Futuro
President Non-profit association for environmental Protection and Human relations

Link <http://www.fondazioneeuropeacamminofuturo.eu>

31/08/2015 – 29/11/2015 Nepal
Volunteers Initiative in Nepal Non profit Organization for reconstruction, women self-empowerment and sanitary education for children

Link <https://www.volunteersinitiativenepal.org>

MANAGEMENT AND LEADERSHIP SKILLS

teamwork, decision making, goal oriented, problem solving, creativity, strategic planning, responsibility, commitment, flexibility

HOBBIES AND INTERESTS

rowing (Canottieri Comunali Firenze), theatre, yoga, playing piano and guitar, traveling, painting and crafts, reading and writing



Burzagli
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