
ALESSANDRA FRAUSIN

alessandra.frausin@gmail.com • W2 5SE London • +44 (0)7909054595 • www.s-gnature.com

EXECUTIVE DEVELOPMENT

With 10+ years of corporate experience at SKY, MTV, Vodafone and Condé Nast, Alessandra founded and heads London based Executive Development company S-GNATURE. Alessandra works with leadership teams and boards to create and deliver bespoke Executive Development programs and experiences. She advises executives, students and entrepreneurs to improve their communication skills, self-confidence and leadership by combining executive coaching to identify purpose, goals and values to personal branding and storytelling in order to design high impact communication. Clients include EON, Vodafone, Talent Garden, Logikor, The World Economic Forum. Alessandra is also a speaker at international conferences, guest lecturer at universities and public speaking coach/host and curator of TEDx events.

HIGHLIGHTS OF EXPERTISE

- Executive coach with a focus on developing emotional intelligence, confidence, effective communication
- Speech writer and public speaking coach for executives, professors and politicians
- Guest lecturer at Politecnico di Milano, ISDI and Sant'Anna University
- Design & implementation of group strategic cross-functional Executive Development Projects
- Realignment, development and engagement of teams, with a focus on mental health and D, I & E
- TV & conference speaker, on-air journalist and engagement strategist (MTV, SKY, TEDx)

CAREER EXPERIENCE

Founder & CEO of S-GNATURE • London (2019-Present)

Founded a venture dedicated to working with CEO's and leadership teams to support them in in-depth processes of self awareness, realignment of team vision and objectives and to become exceptional leaders. Although each individual can choose to characterise 'exceptional' in a different way, we help promote bias-free decision making, inclusive work environments and mental health in order to achieve one's best results.

- Responsible for creating and delivering all bespoke Executive Development Programs at S-GNATURE
- Sources & employs specialised teams of top European consultants to design and deliver complex projects
- Manages sales, partnerships and business development across all project and clients

Executive Consultant and Coach • London/LA/Milano (2015-Present)

Advises executives, managers and entrepreneurs to develop their leadership skills and emotional intelligence. As a certified executive coach with the AOEC and ICF, advanced facilitator and trainer Alessandra combines executive coaching to identify purpose, goals and values to storytelling and communication in order to design high impact communication for individuals and organisations. Certified practitioner in Psychometric Assessments such as Hogan and Belbin.

Condé Nast • Milan, Italy

Worked alongside the group deputy director, president and leadership team to identify and secure new opportunities of growth within events, digital and video across all Condé Nast publications.

GROUP EVENTS DIRECTOR (2014)

Responsible for large scale Condé Nast events such as the Wired Next Fest, (25K people) establishing strategic partnerships to ensure the events line of business's success. Formulated an integrated multimedia strategy across all publications in close collaboration with VP of digital and video director.

- Accomplished a minimum of 30% profit from each event by overseeing events market intelligence function across the company and producing content across digital and video.
- Spearheaded large scale events such as the Wired Next Fest and Rome Film Festival opening.

Built, led, trained, and motivated team of director level reports across video, digital, events, and sales.

Vodafone Group • London, UK

Oversaw and streamlined Vodafone's global sponsorships and events management and Vodafone's global sponsorships development activities to achieve designated targets.

ORGANISATION EFFECTIVENESS: GLOBAL EVENTS & SPONSORSHIP MANAGER (2012 to 2013)

Negotiated and finalised Vodafone Global Enterprise's three-year sponsorship with one of the five top worldwide golf championships: Evian Masters. Managed Vodafone Group and Group CEO internal functional events and global hospitality programs, valued at circa \$75M yearly. Directed a team of four, monitoring activities compliance with defined procedures to meet and exceed set performance goals.

- Managed and delivered Vodafone Global Enterprise £2M road show under time and budget, hosting 13 events with over 3200 guests in Europe, Asia, New Zealand, and USA.
- Hosted Vodafone's TEDx event

Vodafone Italy • Milan, Italy | Talent Program

MEDIA RELATIONS & INTERNAL COMMUNICATION SENIOR SPECIALIST (2010 to 2012)

- Formula One, Monza Grand Prix: designed VIP hospitality program, lead on media & PR
- Rome Golden Marathon & Milano Relay City Marathon – Lead sponsorship management, 200% increase on employee engagement in sports events
- Managed national road show in 8 cities, 98% employee attendance with over 8000 participants.

ADDITIONAL EXPERIENCE

Start Up Loans • Business Mentor, London, UK

MTV • Journalist, Milan, Italy | On air journalist across all Italian produced newscasts

Sky - A News Corporation • Intern Journalist, Milan, Italy

The Daily Update • Anchor & Producer, Dallas, Texas

SKILLS & COMPETENCIES

LANGUAGES

- ENGLISH & ITALIAN Mother tongue • FRENCH – Fluent • SPANISH – Intermediate

PRODUCTION & INFORMATION TECHNOLOGY

Final Cut Pro, Adobe Premiere, AVID iNews, Microsoft Office Package, Adobe Photoshop. Knowledgeable in directing, technical directing, Audio Board, versatile with studio and field cameras.

EDUCATION

ICF certified Executive Coach (2020)

Hogan Assessment & Belbin Assessment certified (2019)

AOEC Accredited Executive Coach - ICF certified (2018)

The Institute of Leadership & Management (ILM) & NCFE Advanced Trainer (2018)

Southern Methodist University – Dallas, TX (2005-2008)

B.A. in Journalism, International Studies

- Honours in the Liberal Arts, Honours Program – top 2% highest achieving students SMU Distinguished Scholar Scholarship: merit based grant