

Luca Crecchi

Sustainable Innovation Manager



Project Management

Innovation Management

Research & Experimental Development

Brand & Marketing Management

Digital Innovation

• Altro • Altro



Facebook



LinkedIn

Innovation Manager, expert in planning of sustainable innovation projects and consultant in business sustainability development. I'm also trainer in Sustainable Management, Green Project Management, expert in planning of vocational and in-company education paths. Expert in Digital Marketing and communication, I'm keen on development and drafting of corporate sustainability reports.

41 years old

Driving License

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🌐 luca.crecchi

EXPERIENCES

Sustainable Innovation Manager



Stargate Consulting & Training - Since January 2017

- ▶ As Sustainable Innovation Manager, these are the main responsibilities I'm holding in the innovation projects promoted by Stargate Consulting:
- ▶ Planning and supervision of sustainable innovation projects, including training activities in Sustainable Management and Green Project Management;
- ▶ Planning and supervision of Innovation Management and Green Project Management training, relating to R&D, financial, cultural and operational context to European level;
- ▶ Responsible in managing the project phases in accordance with Sustainable standards like GRI and UN SDGs.
- ▶ Customer management with focus on the changes request possibly advanced.
- ▶ Tracking the Job progress considering set cost and milestones.
- ▶ Managing the success criteria advanced by customers, in collaboration with the customer service of my company.
- ▶ Drafting and management of project status reports.
- ▶ Development and managing of vocational education and in-business training projects in R&D, funded by Italian government.

Sustainable & Project Management Trainer



Stargate Consulting & Training - Since January 2017

- ▶ Professional Project Management Teacher accredited by ASSIREP, Italian Association of Project Managers and Experts (accreditation according to the law 04/2013, reg. no. 937);
- ▶ Professional Project Management Teacher accredited by ISIPM (Istituto Italiano di Project Management - Italian Institute of Project Management), reg. no. 2372;
- ▶ Sustainability Management Teacher:
 - ▶ In vocational training projects funded by the Italian national fund FormaTemp (yearly average training hours: 300);
 - ▶ In educational and retraining projects funded by the Italian national grant Fon.AR.Com. (yearly average training hours: 250);
- ▶ Innovation Management Teacher:
 - ▶ In vocational training projects funded by the Italian national fund FormaTemp (yearly average training hours: 150);
 - ▶ In educational and retraining projects funded by the national grant Fon.AR.Com. (yearly average training hours: 280);
- ▶ Sustainable Project Management Consultant and Trainer for Italian private companies such as: Fondazione IDI (Istituto Dirigenti Italiani), Azimut Benetti spa, Apparound Italia srl, Aferpi Piombino spa.

Brand & Marketing Manager



Stargate Consulting & Training - January 2017 to December 2019

- ▶ As Marketing Manager, these are the main responsibilities I've held in Stargate Consulting:
- ▶ Spearhead and implement branding plans to grow business, by fostering community and B2B relationships and schedule marketing conferences based on the corporate value proposition;
- ▶ Identify, develop and evaluate marketing strategies based on knowledge of client objectives and market trends;
- ▶ Promote brand awareness through SEO optimization and attractive web design;
- ▶ Elaborate the standardization, design, and production of marketing materials;
- ▶ Analyze performance of all marketing programs to identify the best opportunities for optimization;
- ▶ Create sales strategies to promote advertising offerings and motivate larger deals;
- ▶ Managing new product and content releases;
- ▶ Writing creative and engaging briefs for internal and external agencies (copywriting);
- ▶ Providing information to potential clients by setting up social advertising campaigns aimed to lead generation.

Managing Director | Brand Manager

KOMETA Group | Corporate Consulting - Since May 2015



- ▶ Founder and Managing Director.
- ▶ Web Designer.
- ▶ Graphic Designer.
- ▶ Brand Manager.
- ▶ Copywriter.
- ▶ Corporate Consultancy activity.

Consultant Author



IGF Web - Computer Forensics database - Since 2015 - Consultant
- Turin - Italy

- ▶ Consultant Author of Legal, Computer Forensic and Data Protection articles in the online review "IGF Web", developed by Ph.D Filippo Novario, University Professor and Advisor of Computer Forensics and Legal Informatics.
- ▶ The Opera is the first italian online database entirely concerned to the relationship between Information Technology, Law and Computer Forensics activity.

Secretary General

ELSA Italy - The European Law Students' Association - July 2016 to July 2017



- ▶ Project Management activity: planning of funding projects aimed to realize conferences, seminars, traineeships.
- ▶ Human Resources management.
- ▶ Teaching activity in vocational education courses: Human Resources, Branding and Project Management.
- ▶ Fundraising activity
- ▶ Networking activity with partners and sponsor.

Director for Human Resources Strategy

ELSA Italia - The European Law Students' Association - September 2014 to September 2015 - Consultant - Rome - Italy



- ▶ Human Resources management.
- ▶ Teaching activity in Project Management, Leadership, Human Resources management
- ▶ Editing of an "Human Resources Strategy Handbook".

Secretary General | Vice-President Marketing & Public Relations

ELSA Pisa - The European Law Students' Association - November 2013 to May 2016 - Consultant - Pisa - Italy



- ▶ Project Management activity: Planning of funding projects aimed to realize conventions, seminars, conferences.
- ▶ Training in Project Management, Web Design, Graphic Design;
- ▶ Branding and Marketing activity;
- ▶ Human Resources management;
- ▶ Fundraising activity;
- ▶ Networking activity with partners and sponsor;

Corporate Consultant | Brand Manager

Village Italia s.a.s. - October 2013 to September 2014 - Consultant
- Cecina (LI) - Italy



- ▶ Consultancy activity aimed to export to foreign markets
- ▶ Legal advice (International Civil Law; International Trade Law).
- ▶ Web-design activity.
- ▶ Branding.
- ▶ Copywriting.

- ▶ Social Media Marketing activity.
- ▶ Director Marketing and Public Relations.
- ▶ Translation activity from Italian to English.

Corporate Consultant | Brand Manager

Armonia Consult S.r.l. - November 2013 to September 2014 - Consultant - Florence - Italy



- ▶ Consultancy activity aimed to promote Italian companies investments to foreign markets.
- ▶ Legal advice (Italian Corporate Law; International Civil Law; International Trade Law).
- ▶ Networking activity with professionals and business.
- ▶ Translation activity from Italian to English.
- ▶ Graphic Design.
- ▶ Web Design.
- ▶ Branding.
- ▶ Copywriting.

IT Legal Consultant

Legal Firm Zippel-Tosi-Faldi - November 2013 - Consultant - Pisa - Italy

- ▶ Legal advice on IT Law; Private International Law; Italian Corporate Law; Italian Trademark Law.
- ▶ Comparative analysis of foreign legislations.
- ▶ Networking activity with professionals and business.
- ▶ Translation activity from Italian to English.

Corporate Consultant | Web Designer | Marketing Specialist

Translation Agency TranslationCore - May 2013 to July 2014 - Consultant - Santa Maria a Monte (PI) - Italy



- ▶ Legal advice (Italian Civil Law; International Civil Law; Italian Corporate Law).
- ▶ Revision and proof reading of technical and legal translations.
- ▶ Legal, commercial and technical translation from Italian to English.
- ▶ Commercial promotion of the translation services offered by the Agency.
- ▶ Web Design.
- ▶ Graphic Design.
- ▶ Branding.
- ▶ Copywriting.

Legal Consultant

Legal Firm Bianchi-Fabbri-Ghilli-Turchi-Marchesi - September 2012 to January 2013 - Consultant - Pontedera - Italy



- ▶ Legal advice on International Italian Family Law; Italian Corporate Law.
- ▶ Networking with the foreigners clients of the Law Firm.
- ▶ Translation activity from and to the English language

Legal Consultant

Legal Firm Šafra & partneři, s.r.o, Advokátní Kancelář - March 2012 to September 2012 - Consultant - Prague - Czech Republic



- ▶ Redaction of legals arguments.
- ▶ Networking with the italian clients of the Law Firm and networking with the members of CAMIC (Italian/Czech Trade and Industrial Chamber).
- ▶ Check and support in drafting legal documents in italian.
- ▶ Comparison of Italian and Czech civil and trade law.
- ▶ Teaching of Italian language to the office's members.
- ▶ Translation and interpreting activity from Italian to English.

Crecchi Mobili s.n.c. - January 2008 to July 2014 - Consultant - Selvatelle - Italy

- Legal consultancy on civil, corporate and European Union law.
- General administration and management of the company.
- Translation and interpreting activity from Italian to English.
- Web Design.
- Graphic Design.
- Branding.
- Copywriting.

Operator of the Population Census 2011

Comune di Peccioli - October 2011 to March 2012 - Temporary Work - Peccioli - Italy

Analysis and check of the census form.










Instructor of martial arts, Karate

Shin Yama Arashi - Since September 2010 - Freelancer - Pontedera - Italy

- Instructor of martial arts (Karate, Shotokan-Ryu style).
- Certification of competence in teaching martial arts to children and adults (Karate, Shotokan-Ryu style).

SKILLS

Informatics Competences

- Web Design 
- Suite Adobe 
- Social Media Marketing 
- Computer Forensics 
- ECDL Full (University of Pisa-CISIAU, September 2004) 
- Microsoft Office and Microsoft Office Project tools. 
- Win/MacOs/Linux (Ubuntu) Operating System. 
- S.E.O. 
- S.E.M. 











Languages

- Italian (mother tongue)
- English (level B2)
- French (level B1)
- German (level A2)
- Czech (level A1)

Management

- Project Management 
- Innovation Management 
- Negotiation 
- Problem Solving 
- Leadership 
- Human Resources 
- Motivation 
- Business Planning 
- Reporting 
- Communication 
- Project Planning 

Marketing

- ▶ Brand Management 
- ▶ Marketing Strategy 
- ▶ Marketing Communications 
- ▶ Social media marketing 
- ▶ Analytics 
- ▶ SEO 
- ▶ Web Design 
- ▶ CMS 
- ▶ Graphic Design 
- ▶ Adobe Creative Suite 

EDUCATION

Master Certification in Innovation Management

GLOBAL INNOVATION MANAGEMENT INSTITUTE

2019

The Master Certification in Innovation Management (Innovation Certification Level 2), issued by the Global Innovation Management Institute (GIMInstitute), enables at the application in companies or businesses of Innovation Management processes.

Associate Certification in Innovation Management

GLOBAL INNOVATION MANAGEMENT INSTITUTE

2019

The Associate Certification in Innovation Management (Innovation Certification Level 1), issued by the Global Innovation Management Institute (GIMInstitute), certifies knowledge and skills in the application of Innovation Management processes in companies.

Project Management Trainer

ITALIAN INSTITUTE OF PROJECT MANAGEMENT

January 2017

Professional Project Management Teacher accredited by ISIPM (Istituto Italiano di Project Management - Italian Institute of Project Management), reg. no. 2372.

Project Management Trainer

ASSIREP - ITALIAN ASSOCIATION OF PROJECT MANAGERS AND EXPERTS

January 2017

Professional Project Management Teacher accredited by ASSIREP, Italian Association of Project Managers and Experts (accreditation according to the law 04/2013, reg. no. 937).

Project Manager

STARGATE CONSULTING S.R.L.

October 2012 to December 2012

Competence in project management. Attitude for planning, execution and closing of business projects.

Certification released by ISIPM (Istituto Italiano di Project Management / Italian Institute of Project Management).

Bachelor's degree

UNIVERSITY OF PISA-FACULTY OF LAW

September 2002 to July 2008

Specialization in:

Italian Civil Law, Italian Criminal Law, Italian Constitutional Law, Italian Labour Law, Comparative Constitutional Law, European Union Law.

Diploma

CLASSICAL LYCEUM A. DA PONTEDERA

September 1997 to July 2002

Specialization in Latin and Ancient Greek literature.

INTERESTS

Innovation Management | Brand & Marketing Management

- ▶ Innovation Management
- ▶ Business Model Canvas
- ▶ Value Proposition Design
- ▶ Digital Innovation
- ▶ Branding
- ▶ Lead Generation
- ▶ Storytelling
- ▶ Copywriting

Law

- ▶ International Law and European Union Law.
- ▶ Computer Forensics.
- ▶ Criminal Law.
- ▶ Comparative Constitutional Law.
- ▶ Criminology.
- ▶ Politics.
- ▶ International Relationships.
- ▶ Corporate Law
- ▶ Trademark Law.
- ▶ IT Law
- ▶ Data Protection

Sport

- ▶ Martial Arts
- ▶ Other
- ▶ Other
- ▶ Football
- ▶ Rugby