

ALEXANDER D'ORSOGNA

Italian-American (double passport)

Born 07/11/1974, New York (USA)

Tel: +4915165511904 Email: alexanderdorsogna@gmail.com



Aviation Executive with a multicultural worldwide experience in all Business Models

EDUCATION

Alma Graduate School, University of Bologna, Italy

MBA- master's in business administration

Two-year Executive Program in all strategic functions

- Focused on: Financial Accounting, Financial strategy, Asset Management, Business Strategy, Management Accounting, Corporate Finance, Sales and Marketing.

LUISS Guido Carli, Rome, Italy

Master's degree in business and Economics with honors

- Final work on "Investments Analysis and Evaluation"- Corporate Finance

ESCP Europe, Turin, Italy

Sales & Marketing Executive Program

- Focused on the entire airline business value chain

LUISS Business School, Rome, Italy

General Management Executive Program dedicated to International Managers

- Focused on: Strategy, Economics, Sales & Marketing

Harvard Manage Mentor, Doha, Qatar

General Management Executive Program

- Focused on: Strategy, Economics, Sales & Marketing

WORK EXPERIENCE

Head of Business Development

VOLOCOPTER, Germany – 04/2002-08/2022

- Bringing Urban Air Mobility to life

Non - Executive Board Advisor

ELIRE – Local & Global Strategies, Oslo, Norway – 05/2021-03/2022

- Future pax and freight mobility strategies for a sustainable future (eVTOL, etc)

Chief Aviation Marketing and Business Development Officer (CMO)

AEROPORTI DI PUGLIA (Bari, Brindisi, Foggia, Taranto) -07/2018-03/2022

- Achieved full European HUB airports pax/freight connectivity from Apulia Airports
- Completed Point to Point connectivity between the Apulia Region and the most important European and Intercontinental industrial, commercial and touristic areas
- Diversified the overall pax and freight Air Transportation offer in coherence with the airport's long-term Strategy
- Developed ancillary revenue streams (Cards,Lounges,etc) /Intermodality strategies

Country General Manager

VUELING AIRLINES, Italy: 11/2015-06/2018

- Best historical EBIT, Revenue, NPS, OTP performances achieved in 2017
- Built a cross-functional (Commercial-Operations-HR-Marketing-Communication) 3 years Plan (IAG Vision)
- Vueling structural positioning improvement in Italy by adding more flights/frequencies and IT/Digital innovation
- Multichannel distribution development, focus on Business Travel improvement, sales force implementation
- Boosted Key account management both on the Tour Operating channel and Corporate/SME high value segments

General Country Manager

QATAR AIRWAYS, Jakarta, Indonesia: 08/2014-10/2015

- Improved Qatar Airways structural positioning in Indonesia by adding more pax/freight flights and frequencies.
- Achieved KPI Targets: Total Pax/ Freight Budget, Corporate Traffic Penetration, E-Commerce Penetration.
- Inspired 49 people across the country.

VP - Regional Manager Europe

ALITALIA C.A.I, Paris, France: 08/2012-07/2014

- Built a new structural offer through group's Low-Cost Brands - Air One smart carrier.
- Boosted B2B corporate clients: new innovative commercial strategy targeting SME's. Premium traffic revenue increased by 5pp.
- New Field marketing strategy: innovative commercial strategy in order to link Alitalia's B2C value proposition to market's in-bound traffic main attractions. Boosted web penetration by 3 pp.
- Reorganized the European Team creating a flat structure to be closer to the final customer.
- Designed and implemented Commercial and facilities integration with AF/KL/DL: joint value proposition in the B2T and B2B dimensions and office co-locations across Europe.
- Inspired 50 people across Europe

Sales Area Director Northern Italy

ALITALIA C.A.I, Milan, Italy: 07/2009-07/2012

- Redefined the Corporate Commercial approach by anticipating future High Yield passengers needs in order to build a structural competitive advantage in the long term
- Designed an Innovative value proposition dedicated to SME accounts linking the mass market strategic approach to a differentiable one
- Redefined the Alitalia Brand in Milan as a High-Value Positioning airline (dedicated facilities to High Yield passengers in all their customer experience)
- Launched the Alitalia Group Low-Cost airline (Air One Smart Carrier) to Italian and International destinations
- Implemented a new Segmentation and Value proposition in the B2T dimension coherent to the a distribution concentration strategy
- Reorganized the sales team by traffic segments
- Achieved all Revenue Budget targets
- Inspired an organization of 25 people

Various managerial positions inside the Sales and Marketing Department

ALITALIA L.A.I. Various locations: 01/2001-06/2009

- Sales Area Manger Northeast Italy (based in Bologna-Italy)
- Head of Sales Planning & Management Department (based in Rome-Italy)
- District Sales Manager North-Eastern Italy (based in Venice-Italy)
- Sales & Marketing Manager Eastern Europe (based in Moscow-Russia)
- Commercial Manager South-Europe & Africa (based in Athens-Greece)
- Manager trainee: job rotation in various departments (based in Rome-Italy)

Various positions held after graduation (Located in Rome and Lanciano)

- Military Service and Alleanza Insurance Sales Executive: 01/2000-12/2000
- Italian Banking Association (ABI), Financial Department: 06/1999-12/1999
- Sigma-Tau CEO assistant in managing potential merge: 04/1999-05/1999
- PWC internship in consulting/certification: 02/1999-03/1999

ENTREPRENEURIAL ACTIVITIES

Co-Founder, in food business start-up, Pasta "LARA", Lanciano, Italy - **06/1999-06/2022**

Co-Founder, ITALIAN CONCEPT, Wine International Import-Export, San Paulo, Brazil - **06/2015-06/2022**

Co-Founder, TRAVELHASTAG Ltd - Global Tourism Conferences, London, UK - **06/2021-07/2022**

INTERESTS: Art, Lectures, Travel, Football at competitive level

LANGUAGES:

Italian: Mother tongue

English: Mother tongue

French: Full professional proficiency

Spanish: Full professional proficiency

Russian : Good knowledge