

Goffredo Michele di Palma

Via Monte, 11, 37139 Verona

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tel. +393483108237

Italian and Swiss citizenships.

Available for national and international mobility.

PROFESSIONAL PROFILE

Senior HR Advisor in support of owners and stakeholders to define objectives and strategic planning, **Mentor** for managers destined to occupy top positions, **Teacher** in Business Studies and Economics.

I acquired transversal competences in **HR** (Organization, Labour Relations, Talent Management, Career Development) and **General Management** (Business Unit, Sales, Marketing).

Company representative in the individual and collective disputes, I managed major **corporate reorganization and restructuring plan**, with full attention to internal communication and to minimize social impact.

I have always worked with structured methods and systems, oriented by key performance indicators (productivity, overheads impact, employees satisfaction surveys, etc.); **communication**, mediation, also in an international context, and **operational speed** are the distinguishing factors of my professional background.

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PROFESSIONAL EXPERIENCES

- 2014 – present, **MITBESTIMMUNG – Labour relations**, Verona.

Partner

Advisory for the labour relations of the small-medium sized enterprises.

Training and Development, Mentoring, Reward systems, Organization, Labour relations.

- 1994 – 2014, **VOLKSWAGEN GROUP ITALIA**, Verona.

2004 – Group HR and Organization Manager

N. 900 Employees (n. 250 in manufacturing), member of the Board of Management.

Integration with Group HR policies (2004-2007).

Reorganization commercial area with focus on After Sales (2008-2010).

First-ever Company Collective agreement based on co-determination (2011-13).

Top Employer Certification 2012-2013.

Structure costs reduction plan 2012-2015 (mobility procedures, early retirement, individual settlements, flexible working hours).

2001 – Managing Director Skoda Italy

Best sales performance-ever in Italy, 28.500 units,

gross turnover € 450.000.000 (2001).

Launch new models Fabia Wagon (2001) and Superb (2002).

Reorganization of Dealer Network (2003-2004).

1998 - Marketing Manager SEAT Italy

1994 - Group Marketing Manager

- 1992 – 1994, **TELEPIU'**(today SKY TV), Milan.

Marketing Manager

- 1989 – 1992, **FIAT AUTO**, Milan and Turin.

International Area Manager FIAT, Lancia and Alfa Romeo

Responsible for France, UK, Scandinavia and Japan.

- 1987 – 1989, **CONQUEST EUROPE** (J. W. Thompson Group), Milan.

Account Executive

Start up of the Alfa Romeo international advertising coordination.

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PROFESSIONAL ACTIVITIES AND STUDIES

- 2017 Coordinator of the **four-year high school project** at the Aleardo Aleardi Institute of Verona, selected by the Ministry of Education, University and Research among the 100 Italian high schools entitled to experimentation in the period 2018-2022.
- 2014 – present **Teacher in Business Studies and Economics** at The International School of Verona for the achievement of the International Baccalaureate Diploma (www.ibo.org).
- 2014 – present **BusinessWise**, project for job orientation and activation of the entrepreneurial abilities of high school students.
- 2014 – 2015 Board Member of The International School of Verona.
- 2010 – 2012 Board Member of Volkswagen Group Milano.

“Teacher in Economics – Category 1”, The International Baccalaureate, Geneva (CH).
Diploma in Industrial Sciences, Private University of Herisau (CH).
Advertising Technician, ASSAP-Region Lombardia, Milan.

Fluent English. good IT and social media skills.

PERSONAL INTERESTS

Social Economics.

Federal basketball and minibasket coach, regular running practice.

PERSONAL INFORMATION

Born in Milan on December 18, 1962.

Married.

I authorize the processing of my personal data pursuant to D. lgs. 196/2003.