

CURRICULUM VITAE

Personal Data :

Name & Family Name	Silvio Rebula
Place & Date of Birth	Trieste, July 5 th , 1962
Address	Via di Monrupino 79, I – 34016, Trieste
Personal Cell.	346.7733588
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Email Office	s.rebula@meridiano.it
Personal email	srebula@gmail.com
Marital Status	Married with 1 daughter
Military Service	Alpine Officer – Special Corps' Lieutenant to reach Captain
Drivers' License	B type
High School Diploma	Majoring in foreign languages

Foreign Languages:

English – Excellent
German – Excellent
French – Good
Spanish – Elementary

Professional Internship & Courses:

- ◆ University of Trieste – Political Sciences (1st year).
- ◆ Professional Internship Marketing Course (Scuola di Palo Alto - Milan 1997)
- ◆ Official Speaker at the end of the specialized course for Graduates in Matera;
- ◆ Trained Speaker of travel packages at the Seminar organized by MASSPORT (Massachusetts Port Authority – Boston Airport in 1995/97);
Scope of Seminar: Global promotion of New England destination to travel agents, to sell travel packages created by UTAT Viaggi

Experiences Abroad:

From 1989 up to date participation to events and business travels abroad in the following foreign countries:

Austria, Bahamas, Canada, China, Croatia, Denmark, Dubai + UAE, Egypt, France, French Polynesia, Germany, Great Britain, Jordan, Greece, Hong Kong, Israel, India, Lebanon, Morocco, the Maldives, Malaysia, Mauritius, Mexico, Norway, Netherlands, Oman, Russia, Czech Republic, Seychelles, Singapore, Slovenia, Spain, the United States (New York, Boston, Philadelphia, Washington DC, Miami, Orlando, Chicago, Nashville, New Orleans, Denver, Las Vegas, Salt Lake City, Los Angeles, San Francisco, Portland, Seattle), Syria, Sweden, Switzerland, Thailand, Taiwan, Tunisia.

Membership – Representation – Teaching :

- ◆ Vice President 2011/2012 and 2013/2014 of Visit USA Association Italy (www.visitusaita.org) ;
- ◆ Consultant of the “Focus Group” of Massport Logan Airport di Boston (www.massport.com) to promote NEW ENGLAND destination in Italy. Occasionally Consultant for Mass tourism office in Italy for market analysis, evaluation, suggestions and strategy;
- ◆ Support for the participation of the City of Trieste to NIAF (National Italian American Foundation) in Washington D.C. Such an event was specially devote to the promotion of Trieste as a tourism destination;
- ◆ Teacher for tourism issues relating to subjects such as marketing, communication, training, internet at the Tourism Offices of: Trieste, Udine and Monfalcone;
- ◆ Teacher for staff training course for the Regional Tourism Office of Friuli Venetia Giulia: effectively communicate tourism information, with the title “ Planning tourist information to promote the destination “
- ◆ Headed a project for Dott. Ejarque for the Region FVG with the scope of promoting all tourist assets of the area: Mountains, Beaches, History and Culture;
- ◆ Consultant for the tourism trade publication TTG ITALIA. Organizer of their first event Travel Trade Incoming Italia organized by TTG Italia;
- ◆ Advisor to graduate students in the preparation of their graduate papers in tourism.

Professional Experiences:

2013 – 2014: PHONE&GO Tour Operator
Position: Business Consultant

2013 September – 2014 January: FUTURA VACANZE Tour Operator
Position: Business Consultant

2013
Position: C.E.O. of MERIDANO TOUR OPERATOR Tour Operator belonging to mother company C.A.S.T.

2010 – 2013
Position: C.O.O. and Managing Director of C.A.S.T.

Main Duties & Responsibilities :

- ◆ Management of each companies’ head office;
- ◆ Optimization of human resources and suppliers;
- ◆ Marketing & communication.

C.A.S.T. (Consorzio Aziende Servizi Turistici – www.castmilano.com)

The company operates in various tourism fields: Business Travel, MICE, Tour Operator, Incoming, OLTA, Hospitality Industry.

2006 – 2010

Position: Brand Director at Rallo Travel for Passion S.p.A.

Main Duties & Responsibilities :

- ◆ Management of Rallo Tour Operator - Travel for Passion;
- ◆ Optimization of human resources , suppliers, brochures – website;
- ◆ Marketing & communication.

2006 – 2007

Position: Coordinator of Foreign Promoters and Italian Customers for Tourism Trade Show GLOBE07 a main Travel & Tourism Fair held in Rome from 2006 to 2009

Main Duties & Responsibilities :

- ◆ Coordination among foreign suppliers and Italian customers;
- ◆ Organization of the 1st edition of Fiera di Roma GLOBE07;
- ◆ Creation of database for clients, visits and presentations.

2004 – 2006

Position: Logistics & Commercial Director of Everyway Travel a tour operator, branch office of MY WAY GSA ferry company.

Main Duties & Responsibilities:

- ◆ Specializing in the promotion of Alpe Adria and all the modes of tourism destinations and activities proper of Friuli Venezia Giulia Region: from Alps to beaches and in between. With a special mention to the SPAs, wine and gastronomy offer of this rich land;
- ◆ Creation and maintenance of the website www.everywaytravel.com. Follow-up of the positioning of the brand in cooperation with a SEM (search engine marketing) oriented company, relationship with media trade and final consumer. Attendance to International field fairs;

2002 – 2006

Positions : Marketing & Sales Director, Sales Director Europe, Logistics Director for MY WAY G.S.A. of Highway of the Sea, Trieste/Athens Ferry Company

Main Duties & Responsibilities:

- ◆ Participation to International conventions meetings in the field of ferry transport;
- ◆ Human Resources – IT Department;
- ◆ Statistical analysis and evaluation of results;
- ◆ Management of Athens branch office;
- ◆ Daily contacts with Europeans customers and participation to Company's meetings;
- ◆ Management of port agents.

2002

Position: Product & Marketing Manager of CALEIDOSCOPIO Division Director with 30 staff and handling a budget of over 35 billion Italian Lire. Investments and Acquisitions.

1989 – 2002

Position: Several different positions held in 13 years working for the historical and most important travel organization based in Trieste: UTAT VIAGGI S.p.A.

Main Duties & Responsibilities:

- ◆ Product Manager;
- ◆ Director Long Haul Routes for Marketing & Destination Development;
- ◆ Teacher ENAIP FVG (Trieste & Udine) for basic knowledge and tourism marketing;
- ◆ Consultant and Developer of a resort in the Maldives, marketing promoter of the destination;
- ◆ Ticket Agent

Tourism International Fairs, Events, Workshops and Roadshows

Active participation to International and Domestic tourism Fair, both as exhibitor and buyer. Participation to professional workshops and roadshows, contacts B2B and customer level.

About me

Key skills and strengths

Important traits for marketing professionals are:

- Outstanding interpersonal skills
- Team-play
- Brand-building
- Detailed-oriented
- Can handle many assignments – multi-tasking
- Strong networking skills
- Good presentation skills
- Flexible and willing to learn and listen

Personal hobbies and interests:

- Traveling – Reading, in particular management, classics and voyage stories – Enjoy sports like: basket, soccer, tennis, squash, skiing, snowboard, Kite Surfing, Water skiing, Windsurf, Jogging, Alpine skiing, Hiking, Survival Skills, Swimming.