

# ANNALISA CAROSI

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## PROFESSIONAL EXPERIENCES

**Sparkle SpA** • Jan 2009 – ongoing Industry: Telecommunication

Product Management – Wholesale IP&Capacity services (since May 2013)

- Global peering manager
- Global IP Transit service product manager
- Responsible for network expansion: new PoP business planning & development
- Capital allocation
- Traffic analysis and monitoring
- Active participation at IP related events: EPF, GPF, APF, ITNOG, RIPE, Capacity Asia, NaMeX, CEE Peering Days

Marketing – Multinational Customers (Jan 2009 - April 2013)

- Budget planning; capital allocation; business trend analysis and monitoring; new services launch evaluation
- Mobile connectivity services product manager

**Telecom Italia SpA** • Jan 2005 - Dec 2008 Industry: Telecommunication

Marketing – Enterprises & Top Clients department:

- Senior Bid manager – management and economic evaluation of profitability and sustainability of customized offers for mobile telephony (national and international voice and data traffic); economic KPIs monitoring and final tracking; competitors' offers benchmarking; designing and implementation of innovative billing/monitoring tools for customized offers
- Business to Consumer (B2C) - Value Added Services (VAS)

**Telecom Italia Mobile SpA** • Sept 2004 - Dec 2004 Industry: Telecommunication

Radio Access Network Engineer – Wireless Local Loop (WLL) – links analysis and design; Tx/Rx equipment technical specifications analysis

**CNX-SIEMENS** • July 2004 - Aug 2004 Industry: Telecommunication

Technical Consultant - ASIC (Application-Specific Integrated Circuit) - telecommunication laboratory: electronic programming (UNIX and VHDL)

## EDUCATION & TRAINING

### Master

- Introduction to Internet Governance • DiploFoundation
- International Cooperation Project Management • Social Change School

**Training courses** • Effective Business Communication, Business Presentation, Basic IPv6 and BGP Operations and Security, Project Management, Marketing, Cloud Computing, Economics – basic & advanced, Business Internationalization, Interpersonal skills

**Degree** • Electronic Engineering – Telecommunication • Università degli Studi dell’Aquila (L’Aquila, Italy)

## **PERSONAL SKILLS**

### **Languages**

- Italian - mother tongue
- English - upper intermediate
- French - intermediate
- Spanish - beginner

### **Job-related competencies**

- Monitoring tools (Netscout, PeeringDB, Looking Glass, RIRs database) - advanced level
- Microsoft Office - advanced level
- Realization and testing of tools to analyse customized offers in cooperation with ICT department and external providers
- Performance-oriented and client-focused culture
- Sales force training
- Team working
- Advanced level of analysis and complex activities management

### **Some formative experiences**

- Mentor @YEP - Young Women Empowerment Program - Ortygia Business School
- Speaker @GPF (Global Peering Forum): “Managing Global IP Traffic Demand in a Restricted World”
- Program committee member @GPF
- Speaker @Asia Peering Forum: “Regional HUBs development dynamics. The Sicily Case: the IP gravity center for the Mediterranean Basin”
- Speaker @Social Change School: “Social Business”
- Volunteering:
  - @Dokita Onlus
  - Workcamps (Swaziland, Kenya)
  - Soup kitchen, fund raising