

# LEONARDO CARMENATI

Nationality: Italian

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## PERSONAL PROFILE

A results driven and solution oriented professional with profound management experience and a long background in both the humanitarian and in the private sector. Proven ability to develop and strengthen teams in order to maximize organizational capacities and long standing experience in leading organizational change in a complex and dynamic environment. Excellent skills in strategic, financial and operational development and management; highly motivated by the humanitarian values and principles

Now looking for a new and challenging senior managerial position, which will make best use of my skills and experience and also further my personal and professional development.

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## PROFESSIONAL EXPERIENCE

May 2017 to present     **Senior Advisor to the Secretary General (independent consultant)**  
**Italian Red Cross Association, Rome**

- Responsible to develop a strategy to reposition the activities that define current new and innovative programmes for the services of the Italian Red Cross
- Define new methodologies and SoPs for the running of current activities within the strategy (transferred from EnteCRI to the Private Association of the Italian Red Cross)
- Develop innovative programs for services by the Italian Red Cross
- Promote and develop partnerships with public institutions and the private sector
- Develop new ways of communication to support the repositioning of the Italian Red Cross in the field of services delivery
- Develop and set-up pilot projects to test the strategy
- Responsible to develop training programs for volunteers to implement the new services

May 2016 - March 2017     **Head of Migration Response for Europe**  
**IFRC, Europe Regional Office, Budapest**

- Responsible for the full oversight and operational coordination of the IFRC response to the complex migration humanitarian crisis in the Europe
- Ensuring coherent, well-connected and efficient action by the IFRC and the national societies across the Migration Trail.
- Ensure the application and monitoring the implementation of the existing Migration Policies, Resolutions, decisions
- Responsible for the strategic direction and guidance for the migration operation response in Europe
- Responsible for the positioning and advocacy work of the IFRC on Migration activities in Europe
- Representing the IFRC towards the UN and other International Organisations on Migration
- Internal and external Coordination of the migration response
- Quality Assurance of the migration operation response
- Annual budget of 24 million CHF
- Managing 15 staff members



2008 – April 2016

**Director of Cooperation, Social, Health, Emergency and Volunteering  
Italian Red Cross Headquarters,  
Acting Secretary General when the Secretary General is absent**

- Responsible for the day-to-day running of the Italian Red Cross programs and operations nationally and internationally
- Developing the strategic and operational direction of the national society in close collaboration with the head of departments
- Responsible for the planning and implementation of annual budgets of several million euro
- Responsible for international department and the development programmes of the Italian Red Cross, including define and set up projects, budget authorisation, implementation oversight and monitoring
- Coordinating of humanitarian national and international large-scale emergency operations
- Creating and maintaining links with other components of the Red Cross Red Crescent Movement at operational and governance level
- In charge of the organisation of large national, European and international Red Cross Red Crescent conferences and institutional meetings
- Managing 240 staff members

2010

**Acting Secretary General (6 months covering a parental leave)  
Italian Red Cross Headquarters, Rome**

- Responsible for the plan and budget of the Italian Red Cross
- Responsible for the budget negotiation with the Italian Government
- Implemented a new management structure in the Headquarters initiated by the Secretary General and the Italian Red Cross governance
- Responsible for the administration and human resource departments
- Lead negotiations with the trade unions

2002- 2007

**Head of department for Internal Audit, Marketing and Communications and IT  
Azienda Ospedaliera Sant'Andrea (State University Hospital "La Sapienza")**

- In charge of the internal auditing department and chairman of the performance committee.
- Responsible to put in place policies and strategies for the internal auditing, marketing and communication and IT
- Developed internal auditing, accounting and budgeting system.
- Marketing and communications manager, responsible for Company Brand Development, including corporate design and corporate identity,
- Responsible for the external communication (including relationship with e.g. public institutions, media) and internal communications.
- Managing 70 staff members



2000 - 2002

**Category Manager  
Home Shopping Europe Spa (World-wide Commercial TV Network  
specialized in Teleshopping and WEB Marketing) Rome**

- Responsible for design and development of marketing strategies
- Managed 10 buyers and 24 assistant buyers
- Special projects development, private label branding

1996 - 2000

**National Account Manager  
Colgate Palmolive Corporate, Milan and Brussels**

- Managed Market development and strategy analysis
- Coordinated Key Accounts managers and merchandisers
- Responsible for a pan-European project aimed to customize procedures for marketing and sales Department

1994 - 1996

**Business Analyst** (area Trade Marketing)  
**Colgate Palmolive Corporate, Rome**

- Profitability analysis by product and trade
- Trade margins analysis;
- Marketing and Trade Marketing new products campaign analysis
- Gross to net analysis

1991 - 1994

Various positions, i.e. Junior Business Analyst, Junior Consultant, Secondary School Economics Sciences teacher

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## PROFESSIONAL EDUCATION AND TRAINING

2002 - 2004

MBA for Public Managers  
"Consorzio Inter-universitario sulla formazione"  
Result - excellent

1994 - 2000

Member of the Colgate High Potential training programme which aimed to develop young managers in different business fields. The members of the programme were trained in i.e. strategic management and leadership, finance and audit, communication, human resource management, corporate administration.

1988 - 1993

BA, Graduated in Business Administration,  
"La Sapienza" State University of Rome  
Spent 6 Months at Complutense University of Madrid

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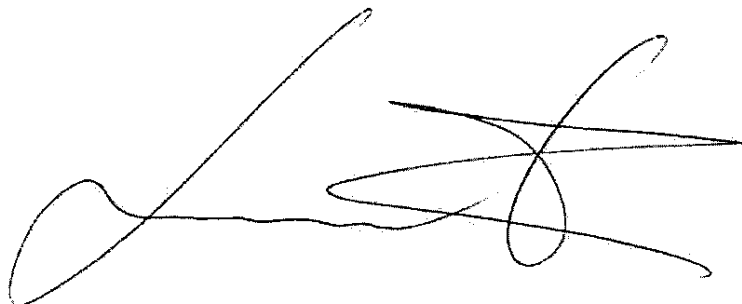
## LANGUAGES

Italian (mother tongue) English (excellent) Spanish (good) French (good)

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Autografo del richiedente del 30/6/03  
N° 156

1/2/2018





**DICHIARAZIONE DI INSUSSISTENZA DI CAUSE DI INCONFERIBILITA' ED INCOMPATIBILITA'**

**DICHIARAZIONE SOSTITUTIVA DELL'ATTO DI NOTORIETA' (Art. 46-47, D.P.R. n. 445/2000)**

**Att: Agenzia Italiana per la Cooperazione allo Sviluppo**

Il sottoscritto Leonardo Carmenati, consapevole delle sanzioni penali in caso di dichiarazioni non veritiere, di formazione o uso di atti falsi, richiamate dall'art. 76 del D.P.R. 28 dicembre 2000 n. 445 e delle conseguenze di cui all'art. 20, comma 5 del D.Lgs. n. 39/2013, in caso di dichiarazione mendaci

**DICHIARA**

l'insussistenza di cause ostative, o situazioni di incompatibilità di cui all'art.53 del D.Lgs. n. 165/2001, alla Legge n. 190/2012 ed al D.Lgs. n. 39/2013 e di non versare in altre cause ostative comunque previste dalla legge.

In fede

Leonardo Carmenati



Roma, 1 febbraio 2018

