



Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) Michele Iurillo
Address(es) Calle Garcia Lorca 2-2-6, 46260 Alberic (Valencia) – Comunidad Valenciana - Spain
Mobile(s) +34.675.35.24.06
Web Micheleiurillo.es
E-mail Michele.iurillo@synergo.es
Nationality Italian
Date of birth 5th May 1967
Gender Male

Desired employment / Occupational field International Consultancy Project, Business Intelligence, BPM, Country Manager

Work experience

Synergo!



Dates Dec 2008 - Present
Occupation or position held Founder and Strategic Consultant
Main activities and responsibilities Accounting differents customers. Strategic Planning, Financial Services, Business Improvement, Business Intelligence
Name and address of employer none
Type of business or sector Synergo! was born to create the "Business Improvement". Our best value is the degree of commitment to our customers. The world is full of companies that are involved in advising other companies and we have not invented anything, just ourselves things work, the changes are such that the numbers tell us the truth. Synergo! Creates value for its customers thanks to the "cloud management" idea, attracting the best professionals and brightest young people to form a working group to take on the challenge of becoming a benchmark in strategic business solutions.
Web Synergo.es

References and Recommendation

Agustin Beamud (Club de Markering Valencia) "Michele is a great professional, enthusiastic and excellent ideas. It is an honor and a lucky to work with him".
Esteban Rodrigo (ER Media Consulting) *Michele is amazing people from the outset. His ability to rationalize is so great that makes any job easier.*
His dedication is unprecedented, far above the average of other consultants known, so the results always exceed expectations. Highly recommended.

Vicente Casanova (Pwc)	<i>"Michele is an enthusiastic and highly talented business management professional. He perfectly combines the ability to asses business and public administration opportunities with mastering several change management disciplines and insight from different industries, while leads the team to the pursued goal, with proper balance of respect and discipline. I am always open to work with him in near future projects. Thanks Michele for all what I have learned of you."</i>
Ana Carrau Minguez (Canica Valor Estratégico)	<i>"Michele is a sort of "whirlwind "professional. Is impetuous and has a lot of energy to run any project. In addition to his extensive background, has a great capacity for empathy and generate confidence in your partner, essential qualities in a good consultant"</i>


Work experience **Targit (Hjørring, Denmark and Valencia, España)**

Dates	Sep 2010 – Jan 2012	
Occupation or position held	Country Manager	
Main activities and responsibilities	Leading the installation process of the Danish multinational Targit on the Spanish market. Coordinating the activities of the Targit University, running the pro-active search for partners, coordinating the work of corporate business partners, planning marketing campaigns and communication. Accounting different customers. Strategic Planning, Financial Services, Business Improvement, Business Intelligence .	
Name and address of employer	Roberto Butinar (roberto.butinar@targit.it)	
Type of business or sector	Targit España is the Spanish distributor of the Business Intelligence software "Targit". "Decision in fewest clicks". TARGIT Business Intelligence gives you clear insight and decision support with analyses, reports and intelligent dashboards in fewest clicks possible! Targit it's the Best BI Solution for Nav, Aix and BusinessOne	
Web	Targit.es	

References and Recommendation

Roberto Butinar (Targit Italia, Ceo)	<i>Michele is a very skilled manager, trainer and business consultant. With a strong and wide experience including communication, IT, and business development, he is capable to combine an highly analytical approach with straightforward and passionate way to deal with people and do things. Overall he is a very energetic and trustworthy person, and it is a pleasure to work with him</i>
---	--

Work experience **Valencia&Business (Valencia, España)**

Dates	June 2010 - Present	
Occupation or position held	Founder and Editor in chief	
Main activities and responsibilities	Editor in chief and Editor on this Online 2.0 Magazine based in Valencia	
Name and address of employer	Own Business	
Type of business or sector	Mission: Be the sounding board quickly and efficiently Valencian companies. Valencia & Business is an effective means available to innovative companies and traditional Valencian, a means of free promotion, a tale of good practices and success tips, a point of contact between entrepreneurs excellent, a dynamic marketplace. Vision: A before and after in the visibility of the Business Communication Valencia. Being the most searched for and related to the company in Valencia, an online journal with information fresh, fast and organized. Facts: If your company does not have the visibility in the media it deserves, then Valencia & Business is a great opportunity. You can send your press releases directly to our system, we will review it and post it if it meets our ethical code of conduct	
Web	Valenciabusiness.es	

References and Recommendation

Salvador Pastor
(Facilmente, Ceo)

"Michele has an innate ability to develop new projects and initiatives, specially in the field of new technologies related to collaborative processes. He is also highly active to establish structures for sharing methodologies and acts as a catalyst of teamwork. His knowledge of the enterprise decision-making processes and of the behaviour of individuals in the professional sphere, gives him with a valuable approach for new business opportunities."

Work experience

Sealco Consultores (Valencia, España)



Dates
Occupation or position held
Main activities and responsibilities
Name and address of employer
Type of business or sector
Web

Sep 2004 – Dec 2008
Senior Strategic Consultant
Has addressed the coordination of strategic plans in Asturias to Oviedo Chamber of Commerce and the Principality of Asturias.
Ricardo Almenar, Emilio Abalos Atienza
Sealco is a Consultancy Company based in Valencia. Sealco offers solutions to improve the competitiveness of companies and individuals have an absolute reference to adding value through intelligent organization. Sealco and Michele was works with local government and differents clusters.
Sealcoconsultores.com

References and Recommendation

Roberto Armas
(Armas Decoración, Customer)

*"Michele is a very good professional in Strategic Consulting. Our experiences with Michele and Sealco were very satisfactory.
He know the world of the human relations in the companies and control the conflicts perfectly. Is a very creative and nice person. Inspire confidence."*

Work experience

Nexus Active Group (Valencia, España)

Dates
Occupation or position held
Main activities and responsibilities
Name and address of employer
Type of business or sector

Sep 2003 – Aug 2004
Account Director
Accounting different customers like Valencian Government and other Local Companies
Riccardo Almenar, Alberto Esteve Durbá
Nexus is a group formed by Business Enterprises Consulting, Corporate Architecture, Communication and Managing Brand - Active Nexus Group was born to generate the "Business Improvement". Nexus offers its services to Chambers of Commerce Networks, Business Associations, Institutions, Industry and SMEs.

Work experience

Rocket Jump Spa (Varese, Italy)

Dates
Occupation or position held
Main activities and responsibilities
Name and address of employer
Type of business or sector

Oct 2001 – Jul 2004
Ceo
Strategic Planning, Financial Planning, Business Improvement
Own Business
International franchise stores leisure-related video games, Internet and new technologies

References and Recommendation

Nicola Massara
(Ceo, Tom Comunicazione, Italy)

"It is my very great pleasure and honor to supply this letter of recommendation on behalf of Michele. I have been cooperating with him since 1999, under different circumstances. Michele is an outstanding manager who on a daily basis goes "above and beyond" in his administrative support to the companies he worked in, and continuously exceeded the performance standards for his position."

Enrico Barrichella
(Education Director, SAP Italy)

"Establishing business relationships with Michele provides a safe way to grant a return of investment because Michele is always challenging his business partners to improve efficacy and efficiency in their daily business activities. One of the most relevant business attitude of Michele is his consistent motivation to focus on and pursue a target he set."

Work experience

NGI (I.net Group British Telecom, Varese Italia)

Dates	Apr 2001 – Oct 2001
Occupation or position held	Sales Manager
Main activities and responsibilities	Implementing a channel of e-commerce design, development of the interface, management of Supply Chain Management with carriers, choice of products, implementation of demand, revision of trade policy from the B2C and B2B.
Name and address of employer	Luca Spada, Luca Cassia
Type of business or sector	NGI Spa belonging to Group I. Net - BT, a company associated with the new technology and retail sales and higher product and videogames telecommunications (voice and data, ASP) through a related vortal
Web	Ngi.it

Work experience

Text 100 (Milan, Italy)

Dates	Dec 2000 – Apr 2001
Occupation or position held	Senior Account Manager
Main activities and responsibilities	Consultant in Public Relations Text 100 in Italy with a customer base as Vitaminic, CiaoWeb (Ifil-Fiat Group), Manugistics, Yahoo
Name and address of employer	Simona Menghini, Daniele Iannotti
Type of business or sector	Text 100 is a multinational company, public relations and marketing communication with a portfolio of clients such as IBM, Compaq and Xerox - Milan, Italy - (www.text100.it)
Web	Text100.it

References and Recommendation

Eleonora Gandini
(Senior Account Executive, Text 100)

"Michele is a serious and skilled professional. When we worked together in Text 100, he always helped me with his seniority in many kind of situations and choice I had to take. His skills as past journalist make him the perfect consultant in both b2b and b2c fields."

Work experience

Global Game España

Dates	Apr 1998 – Dec 2000
Occupation or position held	Ceo
Main activities and responsibilities	CEO and Sales Director of Global Game Spain (franchise games with a turnover of approximately € 1,300,000 in the year 2000)
Name and address of employer	Own Business
Type of business or sector	Remarks

Languages

Mother tongue
Other language(s)
Self-assessment
European level (*)

Italian

Spanish

English

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences

- Team spirit
- Extroverted personality
- Experience speaking for audiences as part of daily responsibilities
- High networking capabilities
- Start-up firms. He actively involved in the design of business processes and building teams work in Italy (Rocket Jump) than in Spain (Global Game and Nexus) from three companies With construction on Business Plan.
- Experience in the development of franchise networks in either Spain (Global Game) than in Italy (Rocket Jump).
- Planning of advertising campaigns in traditional media (press) in the company Global Game in Spain and in the company Rocket Jump in Italy. Contacts with the media, hiring spaces.
- Planning and managing campaigns with media site (NGI). Implementing a channel of e-commerce design, development of the interface, management of Supply Chain Management with carriers, choice of products, implementation of demand, revision of trade policy from the B2C and B2B.
- Implementation and management of communication plans for different companies.
- Communication and Marketing efforts of events for different companies.
- Positioning and repositioning brands, brand management (Rocket Jump).
- Experiences in the process of mergers and acquisitions (due to diligence)
- Implementation and management of strategic plans collective at the Chamber of Commerce of Oviedo in the localities of Llanes, Cangas de Narcea, Navia and Cangas de Onis (Asturias).
- High level of knowledge in the tools of Balanced Scorecard (Balanced Scorecard), Strategic maps according to their use with EFQM.
- Design of facilities and tutoring Balanced ScoreCard for Integrated Business Partnerships and SMEs.
- Creation and maintenance Blog with the different Web Tools 2.0, a platform feeding RSS feed and content.

Organisational skills and competences

- objective-oriented strategic approach
- capacity to work with a previously-established plan and fulfil goals
- ability to overcome unexpected urgent tasks
- good stress management

Technical skills and competences

- Knowledge of strategy and management tools for innovative companies+
- Business intelligence with TARGIT suite platform
- EFQM

Computer skills and competences

Windows 7, Office Suite, Libre Office Suite, Creativity Suite Adobe
Linux, Libre Office Suite, TeamBox, DropBox, Wordpress, Sugar CRM, Dynamics ERP
Sql Server, Analysis Services

Artistic skills and competences

Writer

Other skills and competences

Mountain Bike, Travel, Books

Driving licence

B1 – European Drive License

Education

Dates	Jan 2010 – Mar 2010
Title of qualification awarded	Master en Competency Management (HR)
Principal subjects / occupational skills covered	Human Resource
Name and type of organization providing education and training	San Román (Valencia, España)
Dates	Dec 2008 - Jun 2009
Title of qualification awarded	Master Leadership and Personal Development
Principal subjects / occupational skills covered	Change Facility, Human Resource
Name and type of organization providing education and training	Mondragón Unibertsitatea
Dates	Sep 1998 – Mar 1999
Title of qualification awarded	Master Sales and Marketing Management
Principal subjects / occupational skills covered	Sales, Marketing, Planning in SME and Public Company
Name and type of organization providing education and training	Luis Vives

Projects

Name	Innovate Med – Cluster Food Company of Ribera Region (Valencia)
Date	Dec 2009 – May 2011
Customer	Pater
Name	Strategic Plan – Cangas del Narcea
Date	Sep 2003
Customer	Chambers of Commerce Oviedo Asturias Spain
Name	Strategic Plan – Llanes
Date	Sep 2003
Customer	Chambers of Commerce Oviedo Asturias Spain
Name	Strategic Plan – Villaviciosa
Date	Jan 2004
Customer	Chambers of Commerce Oviedo Asturias Spain
Name	Strategic Plan – Cangas de Onis
Date	Dec 2003
Customer	Chambers of Commerce Oviedo Asturias Spain
Name	Strategic Plan – San Martín del Rey Aurelio
Date	Feb 2004
Customer	Chambers of Commerce Oviedo Asturias Spain
Name	Improving Engagement of Improve Net
Date	Mar 2011
Customer	European Commission
Name	Strategic Plan Guadassuar (Valencia)
Date	May 2011
Customer	Pater

Conferences

Mar 7, 2012	Conference Valencia University: BI and BPM an way for Strategy
Jan 12, 2012	Conference Valencia&Business a new media partner for Valencian Companies
May 11, 2011	Conference on "Business Intelligence in an unstable environment" - Marketing Club Valencia
Jan 19, 2011	How to Build a Food Cluster - Pater Valencia
Nov 13, 2010	Planning an Industrial District – Pater Valencia
Mar 22, 2010	Social Networking and Relational Marketing – Club de Marketing Valencia
October 22, 2009	Conference "New Values, New tourists" to the Chinese business delegation Tourism Business School Lluís Vives.
June 27, 2009	Conference on "Valencia: Lights and Shadows of the Great Events" in the nineteenth week of the Citizenship of the Federation d'Associacions of Veïns de Valencia. Lecture: "Valencia tasks for a European capital"
May 14, 2009	"City Marketing or City Strategic Plan?" City Marketing Committee Marketing Club of Valencia in ESIC.
April 12, 2009	Conference Tourism Crisis 2.0 vs 3.0 in the International Tourism Forum Valencia (Feria de Valencia)
May 31, 2006	Case History: Strategic Plan Cangas de Onis in ESIC Valencia in the Change Management module for MBA.