

# Alex Kornfeind

Digital Marketing Consultant at Consorzio Promozione Turistica Caorle Venezia Orientale

kornfeind@piramide.net

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## Summary

Journalist, Coach and Strategy Consultant. Expert in web communication, managing eCommerce, Branding and Personal Reputation. As a speaker he has taken part in some of the most important conferences in both Italy and abroad.

He pioneered the process of evolution in the IT sector, especially in tourism, working in close contact with vendors in the process of implementing new business models. A freelance editor and journalist, he has been a coach and trainer for companies and organisations since 1999.

Specialties: Experience with Travel & Tourism focus including: socialmedia marketing, branding, multichannel strategy marketing, market entrance, Destination eStrategies and eBusiness in general.

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## Experience

### **Digital Strategist Bit 2017 at Fiera Milano SpA**

November 2016 - Present (2 months)

Among many travel aspects, Bit2017 will also investigate on digital tourism. A new digital area will be focused on the new trends of tourists who use the web as a convergence of their travel experience.

### **Digital Marketing Consultant at Consorzio Promozione Turistica Caorle Venezia Orientale**

April 2016 - Present (9 months)

Content and Communication management for the tourism development of the territory. Coordination and planning of DMO Caorle operations with developing strategic and operational activities; Structuring and implementation of the network communication between the business categories and social network communication; Assistance in terms of setting strategic objectives to create and promote travel packages.

### **Marketing and Strategy Consultant at strategaHUB**

April 2015 - Present (1 year 9 months)

strategaHUB is a global brand communications agency to help brands and organizations by providing the full service of communication and promotion of services, products or events. - Position descriptions:

- monitoring marketing activities aimed to increase brand awareness
- development of online branding strategies
- definition of single strategies of operational marketing

### **Lecturer at MIB School of Management**

November 2007 - Present (9 years 2 months)

Position descriptions: Lecturer on 2.0 emerging web travel industry trends

### **CEO at piramide.net Srl**

April 2000 - Present (16 years 9 months)

Piramide.net provides consulting services which helps company's currently operate within the constraints of 1.0 but be ready to exploit the converged 3.0! Our deliverables assist you in the move from separation, isolation and solitude to relationship, engagement and conversation. Position descriptions:

- development of strategic partnerships with IT partners.
- PR and marketing activities with associated IT brands (brand building, road-shows, work shops);
- consulting and temporary manager for travel firms

### **Istruttore di Scherma at Società Ginnastica Triestina**

September 2013 - Present (3 years 4 months)

Istruttore per principianti, atleti e master alle 3 armi con la Spada come arma principale.

Già Istruttore presso AsD Piccolo Teatro Milano con il M° Marco Mandelli e AsD Brianzascherma Monza con il M° Roberta Giussani. Fa parte del Team Sport Promotion capitanato dal M° Marco Malvezzi. Ha fatto parte del Comitato Organizzatore dei Campionati Italiani Assoluti di Scherma 2013 e della Coppa del Mondo di Sciabola Femminile Bolzano 2014.

Allievo di Dario Mangiarotti. Agonista periodo 1981-'95. Medaglia d'argento individuale campionati italiani 3/4 cat. 1987. Due volte campione italiano 3/4 cat. individuale e a squadre nel 1989 e '90. Partecipante a prove di coppa del mondo assoluta periodo 1988-'90 fra Londra, Parigi, Poitiers, Berna, Legnano. Varie sessioni di allenamento con la nazionale di spada presso Mangiarotti Milano dal 1985 al 1994 tirando con Bellone, Cuomo, Mazzoni, Manzi, Resegotti, Randazzo, Pantano ed altri nonché con la nazionale di Pentathlon composta dai fratelli Daniele e Paolo Masala, Massullo, Cristofori, Toraldo e Bomprezzi.

### **Board of Directors Member & Sports coordinator at Società Ginnastica Triestina**

December 2012 - April 2014 (1 year 5 months)

Gold Star National Olympic Committees. Gold Medal Ministry of Education. Golden Collar National Olympic Committees. From 1863 in Trieste. 125 people in the Italian national team, 25 at the Olympic Games; 1 Olympic gold medal, 19 World titles, 24 European titles, 196 Italian titles of which 107 won by women.

- Promotion activities of all the sports.
- Reports the work to the Board of Directors.

### **Partner at Hotelzon International**

September 2009 - December 2012 (3 years 4 months)

Hotelzon is a leading corporate online hotel booking company that offers booking services and technology to corporate clients, hotels and agency partners. Position descriptions:

- monitoring marketing activities aimed to increase brand awareness
- development of marketing strategies including pricing and merchandising decisions
- definition of single strategies of operational marketing

### **Manager Friuli Venezia Giulia at Confindustria Assotravel**

May 2010 - June 2012 (2 years 2 months)

Assotravel the trade association member of Confindustria, Federturismo and Federexport. Position descriptions: Promotion of new technologies applied to business that can create benefits for travel agents and hoteliers by encouraging educational processes and dialogue for members of the region.

### **Fencer Instructor (Epee,Foil,Sabre) at Brianza Scherma**

January 2011 - August 2011 (8 months)

1980 -'97 Fencer and a pupil of the Master Dario Mangiarotti starting at the age of 21. Winning gold medals at the national championships and has also been on the podium on international competitions as for Individual and Team member's. Retired from competitions Fencer Instructor ( foil, epee, sabre )

- Epee Silver Medalist Italian Championship 3/4cat. 1987
- Epee Gold Medalist Italian Championship 3/4cat. Individual and Team 1989 1990
- Epee World Cup Challenge competitions in Paris, Poitiers, Bern, London, Legnano 1988 1990

Various training session with the national italian team at Mangiarotti Milano 1985 - 1994 competing with Bellone, Cuomo, Mazzoni, Manzi, Resegotti, Randazzo, Pantano, Candiani, Molinario, Pauly and others moreover as well with the Modern Pentathlon national team competing with Masala brothers, Massullo, Cristofori, Toraldo, Bompreszi

### **Business Development Online Travel & Leisure at Turistia Srl**

June 2009 - December 2009 (7 months)

Position descriptions: Temporary Manager

- monitoring marketing activities aimed to increase brand awareness and sales b2b2c
- co-definition of development strategy of the brand in collaboration with the Management
- creation and monitoring online promotions, newsletters and social media contents

### **PR & Marketing Director at Orient Country Italia Srl**

July 1995 - March 2000 (4 years 9 months)

Tour Operator and IATA Travel Agency. Position descriptions:

- Co-Owner
- product management of the product "Asia" and marketing activities
- definition of single strategies of operational marketing

- selection of hotel properties according to the company standards
- search of commercial partners, negotiation

### **Producer and Film Director at Czar Film**

October 1991 - May 1995 (3 years 8 months)

Activities: Free-lance Director for Film Companies specialized in Music Videos. Director/Producer Manager for CZAR Film Amsterdam in Italy.

### **Commercial Director at New Ways Srl**

September 1988 - September 1991 (3 years 1 month)

Activities: Débuting as a Screen player and Director on 1990 at the 45th Sport Film Festival of Turin.

Considered, by the Movie media, as one of top Young Director. Cooperating for a six months period with the Golden & Seddon Film Company in London.

### **PR & Press Office at Verri Uomo**

July 1985 - July 1988 (3 years 1 month)

Activities: PR and marketing activities brand building, fashion-shows. Budget management for communication/marketing activities. Advertising coordinator for Stills and Film shoots in Italy and abroad.

### **PR & Communication Partner at Bob Krieger**

June 1984 - June 1985 (1 year 1 month)

Activities: Production Manager for one of the Top worldwide Fashion Photographer. Set up still shoots for the international fashion, and not only, advertising campaigns with worldwide reputable brands. Working also as a Still-life photographer.

### **Fashion Editor at Ed. Conde Nast**

January 1980 - June 1984 (4 years 6 months)

L'Uomo Vogue. Activities: Assistant subsequently Fashion Editor close to the most famous international Designer and Photographers in various Still shoots in Italy and in the US.

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## Skills & Expertise

**Online Marketing**

**Social Media Marketing**

**E-commerce**

**Tourism**

**Marketing Strategy**

**Social Networking**

**Social Media**

**Marketing Communications**

**Public Relations**

**Strategy**

**Entrepreneurship**  
**Marketing**  
**Advertising**  
**Start-ups**  
**Business Planning**  
**Business Development**

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## Publications

### **Il turismo mobile. Da opportunità a realtà indiscussa**

Risposte Turismo April 3, 2014

Authors: Alex Kornfeind, Francesca Ghersinich

Il nuovo contributo "Il turismo mobile. Da opportunità a realtà indiscussa" presentare il ruolo che internet, le app ed i social network hanno via via assunto nel mondo del turismo, gli effetti che ne derivano e le opportunità che il settore potrebbe e dovrebbe cogliere appieno.

### **Rapporto sul Turismo in Friuli Venezia Giulia**

Mercury June 1, 2014

Authors: Alex Kornfeind, Francesca Ghersinich

Primo rapporto sul Turismo in Friuli Venezia Giulia

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## Education

### **MIP-Politecnico Di Milano**

Master, Management e-business, 2004 - 2005

Activities and Societies: SMAU 2005, Advisory Board Member pMImprese, Fondatore IT board member Assotritel Confindustria Formaper, Docente web marketing Turismo IFOA, Docente web marketing Turismo Advisory panelist, McKinsey e Forbes

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## Interests

- Managing Director IATA Travel Agency & Tour Operator since 1995
  - Past President PATA Italy Chapter
  - Past PATA Europe Steering Committee Board Member
  - IT Board Member Assotritel (Confindustria)
  - Board Advisory Member's SMAU 2005
  - Advisory panelist for McKinsey e Forbes
  - 2.0 Consultant and Temporary Manager
  - Lecturer Web Mktg at MIB Triest, Fiavet Lombardia, Formaper, IFOA, Capac, Cesma, IULM
  - Editor & freelance journalist since 1985
  - Co-organizzatore first Travel Camp in Italy on 2007
  - Blog ADV Italia Author
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## Volunteer Experience

**Board member at Società Ginnastica Triestina**

December 2012 - Present

An excellent chance to promote sport and wellness both with youngsters and athletes with fully respect of the olympic ideal.

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## 16 people have recommended Alex

"I had the pleasure of attending a seminar of Social Media Marketing directed by Alex. Beyond his immense knowledge of the Sector, he is innovative, passionate and a great communicator. Able to dive perfectly to every level of audience he finds. He always manages to open up a new world!"

— **LI CALZI ALESSANDRO**, worked directly with Alex at MIB School of Management

"Ho avuto l'opportunità di seguire Alex Kornfeind in occasione di un corso sui social media tenutosi in sede MIB a Trieste, Alex riesce a rendere semplici le cose più difficili, mi si è aperto un mondo che conoscevo marginalmente e che ho sempre temuto e mai approcciato nel modo giusto. Tuve el placer y el honor de conocer a Alex Kornfeind en la ocasión del curso sobre los social media en el MIB en Trieste, Alex tiene la facultad de explicar en terminos simples las cosas que parecen muy complicadas, y en esta ocasión se me abrió todo el potencial de estos recursos que conocia pero nunca tuve las agallas de usar. Met Alex Kornfeind at a social media training course at MIB in Trieste, Alex can explain in simple terms the most complex operations in social media systems, I admit he sowed me a total new world of opportunities in the social media world."

— **Juan Pablo Grando**, was Alex's client

"Alex is aware of the online marketing possibilities and with his enthusiasm may immediately motivate and transform in action his knowledge"

— **Luca Adami**, was with another company when working with Alex at MIB School of Management

"I had known Mr. Kornfeind as my professor/lecturer on E-tourism at MIB School of Management. His strong knowledge and background in this field has given us a good understanding and looking at the current and future trends of information and communications sharing in different perspectives, something most of us had little knowledge of. I would like to thank him for his contribution to build our future and believe he will always be there for us when in need of more advice and assistance. All the best in all your future projects."

— **Stephen Vallen**, was Alex's client

"Alex has good knowledge of online marketing possibilities and is very capable in transmitting this with much enthusiasm and in a way you can immediately implement it in your daily work. He is very motivated and makes his field interesting and tangible for those who work with him."

— **Mirjam Wortmann**, was Alex's client

"L'entusiasmo e la competenza lavorativa gli permettono di coinvolgere in progetti innovativi in modo entusiastico coloro che lo ascoltano e lo seguono. Il suo essere aggiornato sulle tecniche e le strategie tourism x.0 e la sua eccezionale visione globale del network lo rendono punto di riferimento importante ed insostituibile per progetti di rinnovamento del settori web x.0 sia su ampia che piccola scala"

— **Giampiero Campajola**, was with another company when working with Alex at piramide.net Srl

"Alex is the most networking oriented person I have ever known: There is no single contact Alex has that is not excited to share, and he has many of them! I had great experiences and improvements at professional and personal level due to introductions or hints provided by him. Alex sparkling and proactive attitude is the perfect catalyzer of many rewarding relationships."

— **Ascanio Orlandini**, was with another company when working with Alex at piramide.net Srl

"In the time we cooperated, Alex showed a constant dedication as well as a professional & passionate approach to the overall business objectives. Highly skilled, reliable and accurate, he is endowed with a special drive towards results and a rare ability to deeply understand any client organisation and needs, together with a recognised knowledge of the market he's called to operate in. . Always focused on customer satisfaction with a special ability to listen to the customer and provide the best solution, Alex is a highly talented individual with a strong sales attitude, excellent communication skills, and an attention to detail second to none. I highly recommend Alex as he proved to be both a very positive person and an excellent pro-active business partner who is truly able to understand the complexity of a business/market and to point out the key factors to become successfully."

— **Carmina Saracco**, was a consultant or contractor to Alex at piramide.net Srl

"Alex is a real expert in his sector, always ready to share his experience and knowledge. A volcano in terms of ideas, inputs and connections. Moreover he is a great and very effective communicator, thanks also to his sparkling and positive attitude. To work with a professional like Alex is every time an open-minding and enriching experience."

— **Francesca Gherinich**, was Alex's client

"I know Alex since last year (Feb 2007) and I can truly say that he is a great manager and entrepreneur. His vision on the future of ICT is what distinguish him from many other managers and moreover he is able to realize "that vision" not in the future but today. He is able to involve people from different sectors and



experiences in business projects and to be an "hub" of competences. He has always respect on other ideas and he is open to listen to different ways to solve problems. I really want to recommend Alex as a business partner, for his human and business capabilities. Corrado Farina"

— **Corrado Farina**, was with another company when working with Alex at piramide.net Srl

"Alex is not a tourism professional is the Tourism Professional. He is a Web 2.0 guru and has a very innovative approach in order to bring always high added value to the customer. His energy and enthusiasm let's him to face the hardest challenges. It's a pleasure working with Alex."

— **Massimo Toni**, was with another company when working with Alex at Hotelzon International

"I have observed Alex during a number of workshops and consultancies which have allowed me to witness first hand the extraordinary knowledge and proficiency he possess in travel and tourism. In particular Alex combines a deep understanding of new marcom 2.0 paradigms and tools with the know-how for handling real business situation successfully."

— **Michele Aggiato**, was with another company when working with Alex at Hotelzon International

"Always open to new opportunities, Alex strives to make the most of the partnership potential and turns each challenge into an opportunity. Highly talented and innovative, he is an enthusiastic and an extremely professional business partner. Great to work with!"

— **Donatella Daniela Acquati**, was with another company when working with Alex at Confindustria Assotravel

"Passion and dynamism which are rarely seen these days. Personal ability to see and understand future business trends in international and national tourism. Great competence and experience"

— **Chiara Saraceno**, was with another company when working with Alex at Orient Country Italia Srl

"Alex was five years (sometimes ten...) in advance in the italian touristic world. He had intuition and comprehension about the changes much before the most part of our sector. He had, and has, professional vision and the strength to achieve his goals. A friend."

— **Lapo Baglini 4K**, was with another company when working with Alex at Orient Country Italia Srl

"I have known Alex as he is my professor on social media marketing, it is an interesting subject as we came to know that you can do online marketing /promotion and sell products for the company/personal for free using social media tools, it is true that many of us not only didn't know this but also didn't have /used these tools publicly. Now everyone is in a position to brand him/herself or a company, promote a business, sell and share professions."

— **Neema Sabulaki**, studied with Alex at MIP-Politecnico Di Milano

[Contact Alex on LinkedIn](#)