



Destination Manager, in Lombardy, for the Oglio Po Territorial Local Group and Head of the Tourism Press Office for the Municipality of Caorle in Veneto. Destination Manager in Arezzo in 2019 and Caorle in 2016. He contributed to the development of cycling products for the UTI Giuliana, in Trieste in 2016, and for the OGD of Arezzo in 2020. Former Digital Ambassador Bit he was entitled, on behalf of Fiera Milano Spa, to inspire the BeTech 2017 and 2018 editions. Contract professor at the University of Siena, he teaches Territory Marketing. Former owner of IATA Travel Agency and Tour Operator, he has been a freelance journalist since 1985. Formerly a competitive fencer, with appearances in world cup competitions and several times Italian champion of the category, he is now Sports Director, Instructor and Sport Cycle Tourism Guide of the Italian Cycling Federation. He has participated, for two years in a row as a rider, the ENIT Team in the GiroE during the Giro.

ALEX KORNFELD

Biography

- 👉 2022 Destination Manager for the Oglio Po GAL
- 👉 2022 Head of the Tourism Press Office for the Municipality of Caorle
- 👉 2022 CEO Strategahub S.r.l.s. Destination Management
- 🎓 2019-'21 UNISI Adjunct Professor in Territory Marketing

Past

- 2019 Destination Manager for the Municipality of Arezzo
- 2016 Destination Manager for the Municipality of Caorle
- 2017 and 2018 Digital Ambassador Bit for Fiera Milano Spa and curator of the two BeTech Area editions
- 🎓 2004 Master in eBusiness Management from the Politecnico di Milano
- 1995-2000 Owner and operative partner of AdV and Tour Operator IATA Orient Country Italia in Milan
- 1995-'22 Exhibitor, Panelist, in Italy and abroad, at trade fairs and events such as: SMAU, TTG, Bit, Eye for Travel, PATA, BeWizard

Curriculum

Over 25 years of online presence, Web communication, eBusiness management. Trained in the field of Destination Management and Territory Marketing

- Former President of Pacific Asia Travel Association Italy Chapter
- PATA Europe Steering Committee Member
- 🏆 2003 Awarded with the Piazza Mercanti for Entrepreneurship by Confcommercio President Dr. Sangalli
- 2005 member of the SMAU05 Advisory Board
- 🏆 2010 winner of the contest "Multichannel Communication Strategies", organized by the Politecnico di Milano, with the client Dutch Tourism Organization
- 🎓 1999-'22 Teacher, Seminarian, Trainer for: IFOA, Formaper, ISTAO Ancona, UNIUD, IHMA Rome, UNISI, MibTS, EBTL Lombardia, IAL FVG, IULM, ASCOM (Veneto, Lombardia, FVG) and other Institutes

Publications

- 📖 2014: "Mobile tourism. From opportunity to undisputed reality". co-author Francesca Ghersinich. Publisher: Risposte Turismo
- 📖 2014 "Report on Tourism in Friuli Venezia Giulia". co-authors F. Ghersinich, A. P. Maddalena and P. Pieri. Publisher: Mercury S.r.l

Note

- 🗣️ Journalist since 1985, he has edited a column on e-tourism for Key4Biz and writes for cicloturismo360.it
- 🚴 2018-'22 Member of the Italian Cycling Federation IT as Sports Director, Instructor and Sport Cycle Tourism Guide
- 🥋 1980-'95 Pupil of Dario Mangiarotti twice Italian champion 3/4 cat. (individual and team) of fencing with participation in World Cup competitions cat. A