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Top Skills

Online Marketing
Social Media Marketing
Tourism

Honors-Awards

Piazza Mercanti
Multichannel Communication
Strategies

Publications

Il turismo mobile. Da opportunità a
realtà indiscussa
Rapporto sul Turismo in Friuli
Venezia Giulia

Alex Kornfeind

Docente a contratto Università di Siena
Caorle

Summary

Destination Manager. Journalist, Lecturer

Acting as intermediary between tourism Companies, tourism Associations, Public Administrations and the market. Analyzing demand, formulating development destination strategies and taking care of the sales processes through the right marketing and communication programs

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 Gherinich. Publisher: Risposte Turismo

➡# 2014 "Report on Tourism in Friuli Venezia Giulia". co-authors F. Gherinich, A. P. Maddalena and P. Pieri. Publisher: Mercury Srl

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 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

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Experience

strategaHUB

Chief Executive Officer

April 2015 - Present (7 years 1 month)

Trieste Area, Italy

Destination Management and Communications agency to help brands, organizations and public administrations 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
- destination management
- training

Ciclismobnb

Managing Director

July 2020 - Present (1 year 10 months)

Trieste, Friuli-Venezia Giulia, Italia

Creazione del prodotto "Cicloturismo Sportivo" con particolare riferimento alle peculiarità territoriali e ai rapporti con le associazioni degli artigiani per una migliore narrazione del territorio fra Storia, Cultura e Tradizioni.

Università degli Studi di Siena

Lecturer

February 2020 - Present (2 years 3 months)

Arezzo, Tuscany, Italy

Marketing del Territorio - Anno accademico 2017/2018

Anno accademico di espletamento 2019/2020

Corso di Laurea triennale (DM 270) in LINGUE PER LA COMUNICAZIONE INTERCULTURALE E D'IMPRESA

Dipartimento Scienze della formazione, scienze umane e della comunicazione interculturale

Federazione Ciclistica Italiana

Cycling Instructor and Bike Tour Guide

April 2018 - Present (4 years 1 month)

Arezzo, Toscana, Italia

Cycling Instructor and Guide

Fondazione Arezzo Intour

Destination Manager

November 2018 - January 2020 (1 year 3 months)

Arezzo Area, Italy

Strategies and management DMO Arezzo

Fiera Milano SpA

Digital Strategist Bit

November 2016 - July 2018 (1 year 9 months)

Milan Area, Italy

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.

Moreover participating as a key note speaker, panelist and exhibitor in many trade travel fairs and web events worldwide as: Sport Show Chicago '95 - PATA Mart Pattaya '96 - PATA Vusamart Orlando '96 - PATA Young Tourism Professional Macau '97 - PATA European Chapters Meeting Munich '97 Antwerp '98 Istanbul '99 - PATA San Diego Chapter meeting '98 - ITB Berlin '98, '99 - WTM London '98 - 2005 American Travel Market Orlando '98 - Feria de Valencia '98 - Emitt Istanbul '99 - BMT Napoli '99 to 2009 - Eye for Travel conference Brussels, Atlanta 2000 New Orleans 2001 - BIT Milan '96, to 2017 - TTG Fair '96, to 2017 - Digitalmeet Trieste 2014 - BeWizard Rimini 2014 - BTC Firenze 2014 - WST Napoli '13 - 2014

MIB School of Management

Lecturer

November 2007 - December 2017 (10 years 2 months)

Trieste Area, Italy

Position descriptions: Lecturer on 2.0 emerging web travel industry trends.

Lecturer for: Ter-Servizi Confcommercio. Caorle -2016- dal titolo "Prepararsi al futuro: le sfide della vendita". OdG FVG. Trieste -2016- "Percorsi e strategie di comunicazione digitale"; Scuola Superiore CSTP, Milano -2014- Percorso marketing e social media per il turismo. "Come faccio mio EXPO e tutti gli eventi sul mio territorio?" ISTAO, San Benedetto del Tronto -2014- "Web e Social Media Marketing"; Confindustria, Terni -2013- "Web 2.0 e realizzazione prodotti turistici"; ConCentro, Pordenone -2012- "Social Media Marketing"; Cramars, Tolmezzo -2012- "Carriera. Networking 2.0 per le donne"; IAL web, Trieste e Gorizia -2011 e 2013- "Web Marketing per il turismo"; Immaginazione e Lavoro, Torino -2011- "Web marketing"; MIP, Milano -2011- "Social network marketing"; STAI, Imola -2010- "Commercializzazione e Nuove Tecnologie"; Iulm, Milano -2010- "Web marketing"; C.A.P.A.C., Milano -2008- "Internet e portali turistici"; Mib, Trieste -dal 2007 al 2014- "International Master in Tourism e altre collaborazioni"; Milano Metropoli -2004- "Formazione marketing orientata al Web"; Formaper, Milano -1999 e 2005- "Struttura dei costi e Donne in proprio nel turismo"; Ifoa, Milano -1999- "Commercializzazione dell'offerta agrituristica online".

Consorzio Promozione Turistica Caorle Venezia Orientale

Destination Strategy Manager

April 2016 - December 2016 (9 months)

Caorle

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.

piramide.net Srl

CEO

April 2000 - December 2016 (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

Hotelzon International

Country Manager

September 2009 - December 2012 (3 years 4 months)

Milan Area, Italy

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

Confindustria Assotrasvi

Manager Friuli Venezia Giulia

May 2010 - June 2012 (2 years 2 months)

Assotrasvi 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.

Turistia Srl

Business Development Online Travel & Leisure

June 2009 - December 2009 (7 months)

Milano, Lombardia, Italia

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

Orient Country Italia Srl

PR & Marketing Director

July 1995 - March 2000 (4 years 9 months)

Milano, Lombardia, Italia

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

PATA Italy Chapter

President

January 1998 - December 1999 (2 years)

Milan Area, Italy

The Pacific Asia Travel Association (PATA) is a membership association working to promote the responsible development of travel and tourism in the Asia Pacific region. As a President, both with the Board and all the PATA members, promoting ecologically responsible travel for sustainable tourism in the Pacific Asia region.

Czar Film

Producer and Film Director

October 1991 - May 1995 (3 years 8 months)

Milano, Lombardia, Italia

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

New Ways Srl

Commercial Director

September 1988 - September 1991 (3 years 1 month)

Milano, Lombardia, Italia

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.

Verri Uomo

PR & Press Office

July 1985 - July 1988 (3 years 1 month)

Milano, Lombardia, Italia

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.

Bob Krieger

PR & Communication Partner

June 1984 - June 1985 (1 year 1 month)

Milano, Lombardia, Italia

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.

Ed. Conde Nast

Fashion Editor

January 1980 - June 1984 (4 years 6 months)

Milano, Lombardia, Italia

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.

Education

MIP Politecnico di Milano

