

Alex Kornfeind

Digital Strategist Bit 2017

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Summary

Journalist, Coach & Consultant | Destination Strategy Marketer | Master in eBusiness Management. As a speaker he has taken part in some of the most important conferences in both Italy and abroad.

He has been a coach and trainer for companies and organisations since 1999.

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

Experience

Digital Strategist Bit 2017 at Fiera Milano SpA

November 2016 - Present

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.

Marketing and Strategy Consultant at strategaHUB

April 2015 - Present

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

Position descriptions: Lecturer on 2.0 emerging web travel industry trends

Digital Marketing Consultant

April 2016 - December 2016 (8 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.

CEO at piramide.net Srl

April 2000 - December 2016 (16 years 8 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 - June 2016 (2 years 9 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 4 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 3 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 1 month)

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)

January 2011 - August 2011 (7 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

June 2009 - December 2009 (6 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

July 1995 - March 2000 (4 years 8 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

October 1991 - May 1995 (3 years 7 months)

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

Commercial Director

September 1988 - September 1991 (3 years)

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

July 1985 - July 1988 (3 years)

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

June 1984 - June 1985 (1 year)

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 5 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.

Education

MIP-Politecnico Di Milano

Master, Management e-business, 2004 - 2005

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

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[Contact Alex on LinkedIn](#)