Mariella Borghi

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PROFILE

Business Developer and Customer Experience Management Professional.
My business cards say I'm a business developer. But when you get right down to it, I'm much more — I'm a marketer, a blogger, a social media strategist, a customer experience management expert, an entrepreneur and a new technologies geek. In the past five years I developed business for technology vendors and became a Customer Experience Management and Artificial Intelligence expert.
Currently, I develop business for CELI Language Technology, H-FARM Industry's Artificial Intelligence division, mainly focused on Natural Language Processing (NLP), AI and Voice Technology.

Specialized expertise in: customer experience, customer acquisition and retention, big data, text analytics, AI, business and marketing strategy.

WORK EXPERIENCE

CELI Language Technology (a H-FARM company)
Business Development Manager and ad-Interim Marketing Manager

Turin
Dec 2016 - Present

- Developed Italian and EMEA markets
- Defined and deployed Marketing Strategy
- Nurtured business relationships with key clients like Nuance (NTE, Nina)

Specialized Independent Consultant

Turin
June 2015 – Dec 2016

Main clients:

- CELI Language Technology
Business Developer and Digital Marketing Consultant

- Euteco Loyalty Partner (Net Promoter® and Customer Experience Services)
Business Strategist | Customer Experience Consultant

- Collaborated to define Business Strategies
- Designed and developed new consultancy packages
- Delivered Customer Experience Projects

SandSIV AG (Global leader in Customer Intelligence)
Head of Business Development & Senior Consultant

Zurich/Milan
Sep 2013 - May 2015

- Developed business for SandSIV Consulting
- Assisted clients shifting from "company centered" to "customer centric"
- Managed pan-European projects: Sky Italia and Germany, Emirates, Fastweb, TIM

CustVox AG (Customer Experience Management solution provider)
Country & Regional Customer Experience Manager

Zurich/Milan
Jun 2011 - Sep 2013

- Initiated CustVox sales and marketing activities on the Italian market
- Acquired main clients: Sky Italia, Deutsche Bank Credit Cards, BT, Banca Intesasanpaolo
- Founded and managed "Customer Experience Italia" group on LinkedIn

LAI srl (food startup)
Co-Founder

Turin
Feb 2008 - Dec 2012

Cablecom GmbH (Leading cable operator in Switzerland)
Acquisition & Retention Manager TV
Data Mining & Marketing Analytics Manager

Zurich
Feb 2005 - Sep 2006
Aug 2002 - Jan 2005

Quask AG (Online surveys software startup)
Sales and Marketing Manager

Zurich
Jan 2001 - July 2002

Samsung Electronics Italia (Consumer electronics)
Audio Video Junior Product Manager

Milan
Oct 1996 - Oct 1999

EDUCATION

Università L. BOCCONI
Business Economics – final evaluation 102/110

Milan, 1996

ITC "G. Zappa"
Business high school - final evaluation 54/60

Saronno, 1991

LANGUAGE SKILLS

Fluent in English and German, beginner in French, Spanish and Chinese.

Centroriente
Mandarin Chinese student

Turin
Oct 2006 - Jan 2008

Benedict Schule
German full immersion course

Zurich
Nov 1999 - Dec 2000

HOBBIES AND INTERESTS

Voracious learner, avid reader, lifelong food and wine fan, creative cook, occasional runner. I am passionate for technology, social media and human science.
Since 2015 I am part of the Area Torino - Bocconi Alumni Association management team.