

# Alberto Mori Greco

Dynamic Italian expat professional based in Mexico City with extensive experience in the LATAM and North American region – fluent in Portuguese and Spanish. Currently employed as consultant supporting Italian SMEs with their international development in Mexico and Central America.

I value an environment where is required proactivity and being result-oriented. Looking for a customer facing role with an extensive range of responsibilities and opportunities for career growth.



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## Work Experience

**Italian Trade Agency - Mexico and Caribbean regional office**  
**Trade and Business Development Consultant**

Mexico City, MX  
07/22-current

Main industries: furnitures, lighting and contracting solutions. Support on consumer goods and creative industries.

- **Account Executive:** carried out +45 consulting services: B2B business development, entry-strategy, re-positioning
- **Business Development:** Scouted +60 business partners, +40 international buyers (+120% > target), +10 B2B closed deals
- Led diverse projects, including export trainings, B2B consumer experiences, and marketing campaigns
- **Business missions:** full cycle management from buyers selection, operational activities, post-project results evaluations
- **Event Project management:** full cycle management +4 fairs' pavillons, produced +2 events B2C for clients
- Acted as the primary **point of contact** for press conferences, influencer/media relations, and event coverage.
- Activated and cultivated **business relationships** directly with suppliers, strategic partners, public institutions
- Administrative and management functions: spending reports, reports writing, quarterly data analysis
- Seamlessly coordinated with teams across LATAM (Colombia, Chile, Brazil), USA, and Canada offices.

**Export Support and Market Analyst** – *Desk Machines Italia North America – Italian Trade Agency*

02/22-12/22

**Digital Content Creator / Tv - Radio Host and Producer (Mexico City)**

07/22-current

Current and past work - Radio and Digital Media

- Educational Tik Tok **Content Creator** (wellness) for the Digital Media "[Cultura Colectiva](#)" (2023)
- **Guest commentator** over Design and Furniture @ "[Todos Somos Diseño](#)" Podcast and THE CORE media channels (2023)
- **Co-hosting** live @ Radio [MVS 102.5](#): saturday morning program section on lifestyle and traveling (2021)

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## Internships

**Endeavor Mexico – Marketing Project coordinator** - UDLAP graduation project, managed a team of 4

Mexico City - 2021

**Accenture Operations – Social Media User Experience Analyst** - Client: Instagram (Meta)

Lisbon, PT- 2020

**Volkswagen de Mexico – B2C Digital User Experience support** – while at UDLAP, halted due to COVID

Puebla, MX - 2020

**Grand Visual Ltd – DOOH advertisement Agency – Agency Operations and Project Management**

London, UK - 2019

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## Education

- **Rome Business School - Master in Luxury and Fashion Management** (2022-2023) Online **Rome, IT**
- **Avans University of Applied Science - Bachelor of International Business** (2017-2021) **Breda, NL**
- **Universidad de Las Americas Puebla – Bachelor of Business Administration, Exchange Program** **Puebla, MX**

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## Language and IT Skills

Languages: **English** (proficient); **Spanish** (proficient); **Portuguese** (fluent), **Italian** (native)

Interpersonal Skills: communication networking and team work, creativity, analytical and problem solving skills, work under pressure

IT Skills: CRM, Sales Management platforms (ex. Hubspot), Microsoft Office, Macintosh

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## Additional information

- **Start-upping a holistic digital marketplace** in Mexico (2023), **Sales representative & store owner** (2020-2021)
- Passionate about social media and influencer marketing. Currently managing ITA's digital multichannel communication (B2B)