



Martin Knoll

Date of birth: 10/10/1995 | **Nationality:** Italian | **Gender:** Male | **Email address:** m.knoll@speck.it

● WORK EXPERIENCE

03/09/2018 - 01/12/2020

MARKETING MANAGER CONSORZIO SPECK ALTO ADIGE

Implementation of marketing measures in the gastronomy and food trade to raise awareness of Speck.
food trade to increase awareness of Speck Alto Adige PGI

Organisation and realisation of events to increase the of Speck Alto Adige (SpeckAperitivo, SpeckAcademy)

Monitoring of marketing activities in Italy, Germany, USA,

Canada, the Netherlands and Sweden

Management of EU co-financed projects under EU Reg. 1144/2014

4EU Programme carried out in the period 01/06/2018 - 19/09/2021 (Contract no. 779464 - 4EU - MI), Assistant Project Manager on behalf of the Consorzio Tutela Speck Alto Adige from September 2018 to September 2020 and then Project Manager for the Consorzio from 01/10/2020 to 19/09/2021.

PROPASEU programme carried out in the period 01/04/2017 - 31/03/2020 (Contract no. 734487 PROPASEU - PT), Assistant Project Manager on behalf of Consorzio Tutela Speck Alto Adige from September 2018 to March 2020.

Set up and host the Instagram channel @speckaltoadige and the company page on LinkedIn @Consorzio Tutela Speck Alto Adige

01/12/2020 - CURRENT

DIRECTOR CONSORZIO SPECK ALTO ADIGE

Representation of the interests of 26 Speck producers in South Tyrol.

Protection and enhancement of the quality of Speck Alto Adige g.g.A. in co-operation with an independent control institute in Northern Italy

Market monitoring against misuse of the protected designation and trademark of Speck Alto Adige

Development of the strategy for Speck Alto Adige g.g.A. in coordination with the Board of Directors and the President

Execution of advertising measures for the promotion of the product and image improvement

● EDUCATION & TRAINING

01/09/2014 - 08/07/2018

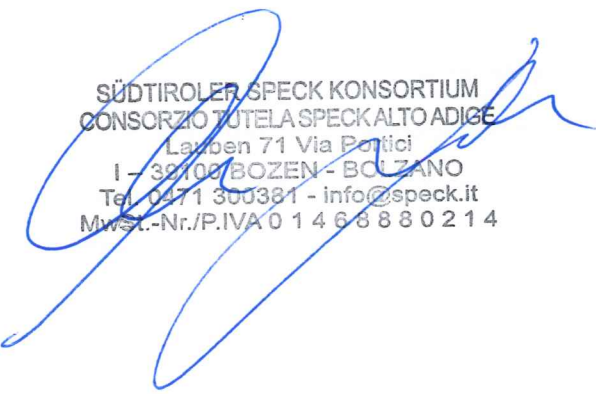
BACHELOR IN TOURISMUS-, SPORT - UND EVENTMANAGEMENT - LIBERA UNIVERSITA DI BOLZANO

● LANGUAGE SKILLS

Mother tongue(s): **GERMAN**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ITALIAN	C1	C1	C1	C1	C1
ENGLISH	B2	B2	B2	B2	B2

16.03. 2016



 SÜDTIROLER SPECK KONSORTIUM
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