

FLAVIO INNOCENZI

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Date of Birth: December 3, 1970 • Place of Birth: Rome, Italy

CAREER SUMMARY

Highly experienced executive with extensive expertise in directing consortium operations, strategic marketing, and international business development in the agribusiness sector. Proven track record in leading significant growth initiatives and enhancing organizational visibility in global markets.

PROFESSIONAL EXPERIENCE

Asiago PDO Cheese Consortium — Vicenza, Italy

Director

Jan 2021 – Present

Consultant, Oct 2018 – Jan 2021

Director, Jun 2010 – Oct 2018

Delle Venezie PDO Consortium — Verona, Italy

Director

Feb 2023 – Jul 2023

Consultant, Dec 2022 – Jan 2023

Scarpato Srl — Villa Bartolomea, Italy (Pastry Industry)

General Manager

Nov 2020 – July 2022

Managed operations for a niche pastry product producer with a turnover of €7.8m in 2022.

Veronafiore Group — Verona, Italy (International Exhibitions)

Vice President (Piemmeti Spa)

2019 - 2022

Commercial Director

2018 - 2020

Managed business operations and strategic marketing from 1999, contributing to a significant increase in group turnover to €105.5m by 2019.

A.I.A. Spa, Veronesi Group — San Martino Buon Albergo, Italy (Meat Industry)

Export Area Manager

Jan 1996 – Nov 1999

Handled key export markets across Europe and overseas, contributing to A.I.A.'s rise as the third largest European producer of poultry meat.

EDUCATION AND TRAINING

- **Wine & Spirit Education Trust Level 2**, 2020 (WSET3 candidate)
- **Artificial Intelligence (Executive Program)**, MIT, Sloan School of Management, 2018
- **Strategic Marketing in Action**, IMD, Lausanne, 2012
- **Master in Marketing & Communications**, Il Sole24Ore Business School, Milan, 2008
- **MBA**, CUOA, Italy (in partnership with University of Michigan Dearborn), 2003-05
- **Master in International and Diplomatic Relations**, University of Trieste, Italy (110/110 magna cum laude), 1990-95 – The degree thesis was published in 1997.

LANGUAGES

- **Italian** (Native)
- **French** (Fluent) – lived in Brussels from 1982 to 1985
- **English** (Fluent)
- **Spanish** (Advanced)
- **German** (Working Knowledge)

PROFESSIONAL MEMBERSHIPS and ACTIVITIES

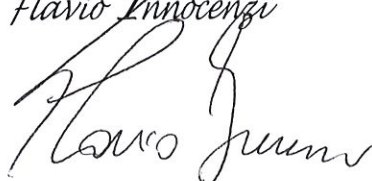
- **OriGIn EU**, Brussels, founding member (2018) and member of the Executive Board
- **AREPO** Quality, Brussels/Strasbourg: member of the Board of Producers since Mar 2018
- **OriGIn World**, Geneva: member of the Board of Directors, 2017-2019
- **CA' FOSCARI UNIVERSITY** (Venice): member of the Steering Committee of the Master on Innovation & Marketing, since Mar 2024
- **CFI** – The Fair System for Italian Enterprises: member of the General Council, 2019-2020
- **FIL-IDF** (International Dairy Forum) member of the International Standing Committee on Food Labeling and Terminology, 2014-2018
- **EURASCO** – European Federation of Agricultural Exhibitions. Delegate, 2007-2010

ACTIVITIES ON GIs and QUALITY PRODUCTS (partial list)

2003-2024: Conducted extensive training and speaking engagements worldwide, focusing on the promotion and protection of Geographical Indications (GIs) and quality products:

- **Trainer** for the TACIS EU Program, Moldova (2003).
- Developed and taught a course on strategic marketing for innovation, Enaip, Verona, Italy (2006-2007).
- **Invited Speaker** at numerous international forums, including:
 - Food&Beverage/food law session at Bocconi University, Milan (May 2012).
 - Bilateral Food Safety Day, Beijing, China, organized by the Italian Embassy (July 2014).
 - WIPO international conference on GIs, various locations, covering topics like GI protection, socio-economic impacts, and market strategies (2014-2024).
 - European Food Forum on Nutrition Labeling, Brussels (May 2022).
 - Various WIPO webinars and symposiums on strengthening business competitiveness and sustainable development through GIs.
- **Tutor** and coordinator for the BTSF EU program by CHAFEA in Lisbon and Milan (Feb 2013, Dec 2015).
- **Presenter** at the Worldwide Symposium on GIs in Tbilisi, Georgia, and training sessions in Bangkok, Thailand, and Luang Prabang, Laos (2016-2024).
- Scientific coordinator for the 1st National Scientific Symposium on GIs, Italy (Feb 2023).

I hereby certify that the above statements are true and correct, to the best of my knowledge and belief. Supporting documents and professional references are available upon request.

Flavio Innocenzi


Vicenza, 18.03.2026