

Antonino d'Eugenio
Mob. +39 3755985984
ninodeugenio@gmail.com

Professional Summary

Innovative thinker with excellent Project Management qualities. Problem solver, paired with organized nature and excellent analytical thinking skills. Talented writer, editor and speaker with exceptional interpersonal abilities. Ability to build and maintain long term sustainable interpersonal connections. Determined, tireless and enterprising in stressful, fast-paced settings.

Strategic International Reputation Management

Evolution.com

Taipei, Taiwan 2022 to present

As a Reputation Manager consultant I am responsible for the creation of communication strategy for proactively enhancing public image, resolving public image matters, and collaborating to mitigate reputation risk. Goal is to elevate the company reputation and visibility in the marketplace.

- Use strategies that advance the company's brand and anticipate future needs and opportunities.
- Refresh the brand positioning/messaging to anchor go-to-market and target audience messaging.
- Partner closely with the internal communications and talent teams to help ensure consistency and adoption of brand language and standards across associate communications, training, etc.
- Partners with operations to develop a marketing strategy that aligns with business goals, builds our program, and drives client/guest engagement
- Directs social media strategy and new modes of communication and engagement
- Builds marketing programs that build culture and enhance our positioning within the marketplace
- Actively supports client reporting of Reputation Studies through monthly, quarterly, and annual reviews to tell the story of the Reputation Journey.

Brand and Reputation Executive

UniCredit

Milan, Italy 2012 - 2021

- Delivered effectively and timely the Reputation and Brand Management Survey at Group level (15 countries)
- Oversaw UniCredit social media presence and first implemented Web Sentiment Analysis.

- Authored fresh and engaging reports and prepared complete communication kits for top management.
- Scouted and managed various providers to develop and implement new stakeholders' insights capabilities to design the ideal On Line/in Branch customer journey
- Presenting UniCredit case study at the Brand and Communication Master degree at Lugano University (Professor Davide Ravasi)
- Conduct ad hoc studies to find out innovative solutions for a new series of services and products

Change Management PMO, Lean Sigma Black Belt

UniCredit

Milan, Italy 2008 - 2012

- Ensure projects (change initiatives) meet objectives on time and on budget by increasing employee adoption and usage, including changes to business processes, systems and technology, job roles and organization structures.
- Create and implementing change management strategies and plans that maximize employee adoption and usage and minimize resistance.
- Drive faster adoption, higher ultimate utilization of and proficiency with the changes impacting employees. Push through improvements that increase value creation, ROI of projects and the achievement of results and outcomes in a timely manner.
- Act as a coach for senior leaders and executives helping them fulfill the role of change sponsor.
- Support project teams in integrating change management activities into their project plans.

Change Manager

Nortel

Maidenhead, UK 2004 - 2007

- Developing change management plans for projects and/or change initiatives evaluating the impact of planned organizational change.
- Identifying risks and developing risk mitigation tactics and managing anticipated resistance to change.
- Leading change management work streams with a structured methodology / process (Lean Six Sigma).
- Supporting development of communications relevant to change initiatives.
- Providing coaching and training to employees at all levels. Providing Lean Six Sigma training to managers and employees
- Defining success metrics and measuring performance against these. Providing reporting and other updates to management and project teams.

HR Business Partner

TetraPak International

Modena, Italy Lund, Sweden 2002 –2003

- Oversee all human resources operations and ensure they're aligned with business goals
- Act as a consultant on human resources management and organizational changes initiatives
- Investigated and liaised with legal department to respond to complaints of harassment, discrimination, employee grievances and other sensitive issues.
- Managed full cycle of recruiting, hiring and onboarding new employees.

HR Recruiter

Ferrari Auto

Maranello, Italy 1997 - 2002

- Responsible for the effective management and delivery of the recruitment process
- Liaising with the relevant line managers to ensure the smooth running of recruitment campaigns, issuing offers of employment and processing contract
- Advise recruiting managers on advertising, job descriptions and person specifications, job evaluation and remuneration.
- Developed recruiting strategies to identify qualified candidates and build network.
- Generated specific candidate pool through strategic placement of advertisements, evaluation of applicant credentials, and conducting initial interviews and pre-screening assessments.

Education

University of Cardiff

Lean for Service Operation

Lean is an improvement philosophy that targets to improve the performance of a business system by focusing on elements that add value. It is about creating an agile engine, which helps an organization to focus on value creation. Total Quality Management is a set of management techniques intended to improve business processes.

University of Pisa

Bachelor of Arts

Political Science

The degree in Political Science is highly interdisciplinary in and grounded in economics, law, statistics, social sciences and finds synergies among subjects, to attain different perspectives on leading international issues. It has an international vocation and exposition.

Erasmus Scholarship**Leicester University**

Erasmus is the EU Programme in the fields of education, training, youth and sport.

Diploma**Liceo Classico Galileo Galilei Pisa****Languages (CEFR)**

English: C1 fluent

Spanish: C1 fluent

Japanese: A2 basic

Publications

"Measuring Organizational Legitimacy in Social Media: Assessing Citizens' Judgments With Sentiment Analysis" Antonino D'Eugenio, Katia Meggiorin, Laura Illia, Elanor Colleoni & Michael Etter. *Business and Society* 57 (1):60-97 (2018) <https://philpapers.org/rec/DEUMOL>

"UniCredit and Reputation: A Journey Integrating Stakeholders' Perceptions into Business Planning and Strategies" Antonino d'Eugenio. *Managing Reputation in The Banking Industry* (2016), Springer International Publishing

Interests and Hobbies

I'm passionate about practicing yoga and Zen meditation. I have a 200 hour YTT certification.