

Laura Tortorelli

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PROFESSIONAL PROFILE: CORPORATE COMMUNICATIONS

Fifteen years of corporate communications and investor relations in PR agency and publicly traded technology companies, with expertise producing conferences and high-profile special events.

Multi-lingual, results-focused professional with proven track record of developing new business and managing relationships with profitable corporate clients, designing and delivering high-visibility special events for VIP guests, developing and implementing strategic communications strategies, and successfully managing staff and vendors to drive bottom-line results. Able to work cross-culturally and build consensus for top-priority goals. Energetic, determined problem-solver with high interpersonal and teamwork skills.

CORE COMPETENCIES

- Project Leadership & Management
 - Budget Creation & Monitoring
 - Strategic & Project Communications
 - Bilingual English/Italian, Fluent French
 - Investor Relations & Communications
 - Financial Analysis & Market Intelligence
 - Business Development
 - Corporate Relationship Management
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PROFESSIONAL HIGHLIGHTS

JUST COMMUNICATIONS SRL, MILAN, ITALY, 2004 - 2011

Director, Corporate Communications

Lead responsibility for designing and producing high-impact events for major clients of this Milan-based, boutique public relations firm. Planned and executed conferences, seminars, shareholders' meetings, press conferences, analyst (financial and industry) briefings, cultural fairs, and other events designed to enhance public image, build relationships with key stakeholders and communicate with top executives.

Selected Achievements and Contributions:

- Lead relationship manager for private- and public-sector accounts including Bain & Company, Accenture, A.T. Kearney, Eni, Bank Intesa Sanpaolo, the Province of Milan, Trenitalia, Poste Italiane.
- Managed staff of 5 as well as junior consultants and all vendors (e.g., graphic designers, printers, architects, lighting and sound technicians, caterers).
- Produced highly successful series of customer events with current and potential high net-worth private banking customers for Bank Intesa Sanpaolo's CEO.
- Expanded Trenitalia's high-end customer base for the new high-speed train service with a targeted marketing campaign for the CEO.
- Oversaw development of database for Province of Milan which became standard tool used for all corporate event management.

ALBACOM S.P.A., MILAN, ITALY, 2001-2003

Director, Investor Relations

Telecommunications company focused on corporate clients, owned by British Telecom, Eni and BNL Bank.

Selected Achievements and Contributions:

- Lead responsibility for all aspects of Initial Public Offering: prepared prospectus and related government filings (in collaboration with legal team), prepared analyst presentations, briefed C-level executives for road show, managed all external communications.
- Due to unfavorable market conditions equity stakeholders withdrew from the IPO.

AMERICA ONLINE, INC., DULLES, VA, 1999 - 2000

Senior Manager, Investor Relations

Key position with then-nascent consumer-focused technology company. Brought onboard to strength IR team as interest for America Online grew.

Selected Achievements and Contributions:

- Daily communications with financial analysts covering tech sector and fund managers.
- Review and revisions to business model following each quarterly earnings release.
- Regular briefings for top corporate leadership for conferences, road shows, and meetings with financial community.

MCI WORLD COM, WASHINGTON, DC, 1996-1999

Manager, Investor Relations

Began as analyst at MCI leading consumer telecommunications company responsible for opening the telecom market to competition. Part of merger team first with British Telecom and after during MCI takeover.

Selected Achievements and Contributions:

- Responsible for all aspects of preparing top C-level executives for corporate earnings reporting each quarter.
- Produced materials and extensively briefed executives on financial results, competitive landscape, detailed analysis of business drivers, financial analysts' business models, market response to competitors' earnings results.
- Fielded investor inquiries.

OTHER PROFESSIONAL EXPERIENCE

Daves & Tortorelli, Washington, DC, Financial Analyst	1993-1996
Manhattan Community College, New York, NY, Lecturer (Sociology)	1991-1992
George Mason University, Fairfax, VA, Lecturer (Sociology)	1990-1991

EDUCATION

MBA, 1996: George Mason University, Fairfax, Virginia
MA (Sociology), 1990: George Mason University, Fairfax, Virginia
BA (Political Science), 1987: University of Toronto, Toronto, ONT, Canada