

BARBARA FERRARI

IDENTIFICATION

- First name: Barbara
- Surname: Ferrari
- Date of birth: December 2nd 1976
- Address: Corso Carbonara 9B/11, Genova
- Nationality: Italian
- E-mail: barbara.ferrari@ansaldo-sts.com
- Telephone: +39 3357314967

EDUCATION

Master Degree

- 2001 Università degli Studi di Genova, Genova
- Degree in Biomedical Engineering

Degree Thesis, experimental, on: "Theoretical and experimental study on sound quality of post sorting machines", carried out in collaboration with Eltag S.p.A. and the Physics Department of the Carl von Ossietzky University Oldenburg, Germany.

- November 2000-December 2000

Oldenburg, Germany

International exchange for thesis activities- Physics Department Carl von Ossietzky University Oldenburg

Undergraduate Degree

- 1995 Liceo Scientifico G. Marconi Chiavari
- Diploma di maturità scientifica

PROFESSIONAL EXPERIENCE

- March 2016- present

Head of Sales

Eastern Europe, Israel & NE Africa

Railway & Mass Transit BU

AnsaldoSTS S.p.A.

Via Paolo Mantovani 3-5, 16159 Genova

Main Activities and Responsibilities: Definition of the strategic plan and yearly budget. Identification of business opportunities in target markets, implementation of the companies goals in terms of revenues, profitability and sales growth.

Coordination of the sales team of the region.

Direct responsibilities sales activities Turkey.

Deep knowledge of all the main public and private clients involved, partners, subcontractors. Knowledge of public procurement law and its application in the various countries of the region.

WORK EXPERIENCE

- July 2014- February 2016

Head of Sales

Turkey , Israel,Eastern Europe & Africa

Railway & Mass Transit BU

AnsaldoSTS S.p.A.

Via Paolo Mantovani 3-5, 16159 Genova

- February 2012-June 2014

Head of Sales & Business development

North East Europe & Middle East

Sales & Business Development

Signalling BU

AnsaldoSTS S.p.A.

Via Paolo Mantovani 3-5, 16159 Genova

- October 2010-January 2012
Area Manager Central & Eastern Europe
Principal Sales
Sales & Business Development
AnsaldoSTS S.p.A.
Via Paolo Mantovani 3-5, 16159 Genova

- March 2006- October 2010
Central Europe Area Manager
Principal Sales
Sales & Business Development
AnsaldoSTS S.p.A.
Via Paolo Mantovani 3-5, 16159 Genova

Main Activities and Responsibilities: Ensure the implementation of the commercial strategy in the countries assigned. Coordinate with the bidding team the tender management.

- October 2001- February 2006
Verification and Validation Engineer
RAMS-Reliability Availability Maintainability Safety
Ansaldo Segnalamento Ferroviario S.p.A. (now Ansaldo STS S.p.A.)
Via Paolo Mantovani 3-5, 16159 Genova

- September 2003- February 2005
Resident Verification and Validation Engineer
RAMS-Reliability Availability Maintainability Safety
Ansaldo Segnalamento Ferroviario S.p.A.(now Ansaldo STS S.p.A.),
Manchester Branch. Manchester, UK

Main Activities and Responsibilities: Analysis of the Railway signalling principles, definition of Test specifications, execution of tests in lab and on the field.

- April 2001 - October 2001
Research assistant at D.I.S.T. Department of Communication, Computer and System sciences, University of Genoa, Genoa, Italy, under the direction of Prof. C. Ruggiero.

IT KNOWLEDGE

- Operating Systems: Windows
- Programming Languages: C, C ++, Matlab
- Applications: MS Office

RELEVANT COURSES

Coursera- Bocconi University Course

- January 2018

Financing and Investing in Infrastructure

Columbia University- New York

- December 2014

Finance and Accounting for the Nonfinancial Executive

Insead- The Business School for the World

- October 2013

Executive Education:

- Change & Diversity Management
- Strategy Execution
- Leadership
- Collaborative Performance

Toefl Certificate

International Sales Manager

- Finmeccanica, January- February 2006, Rome

ESOL (English for Speakers of Other Languages): Advance

- Manchester College English Course, September 2004-January 2005

Best Finmeccanica

- Master in General Management, Finmeccanica December 2002- June 2003

Yellow Book Course, Engineering Safety Management, Engineers' Overview

- January 29th - 30th 2003 – Bath

Network Rail Control Tables, Signet Solutions

- May 19th – 23rd 2003 – Genova

Italian Railway Signalling Course- Advanced

- June 2002 – Genova

PERSONAL SKILLS

- Team spirit
- Customer focus
- Knowledge gathering
- Project performance achievement

Capability to work in different environments according to different requirements.

Strong multicultural approach

Robust technical knowledge.

COMPETENCES

Contract Management, BOT/PPP Schemes, EPC Contract

Languages

Mother tongue: Italian

Other languages

- *English: Advanced*
- *German: B2*
- *Turkish: A2*

ADDITIONAL INFORMATION

Availability to work in Italy, Europe, outside Europe.

Authorization for treatment general personal data in accordance with art. 13 of standard D. Lgs. N. 196/03