

## Duccio Manetti



### PERSONAL INFORMATION

 Scandicci, 50018 Florence (Italy)

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 <https://www.linkedin.com/in/ducciomanetti/>

### WORK EXPERIENCE

04/2017–Present

#### Demand Generation and Commercialization Manager

Baker Hues, a GE Company, Florence (Italy)

In charge of global sales and marketing strategy to drive demand generation for industrial applications and to achieve lead generation, increased funnel and other strategic growth goals for BHGE Turbomachinery and overall company revenue. The Role includes 30% of time traveling to meet customers and activities performed in industry roadshows.

**Business or sector** Turbomachinery Process Solution, Industrial Sector

04/2017–11/2017

#### Marketing Communication Leader

Baker Hues, a GE Company, Florence (Italy)

In charge of marketing communications for the integration process between GE Oil & Gas and Baker Hughes. Responsible for developing BHGE new marketing collaterals and contents, spanning from digital to traditional media (brochures, case studies, flyers, videos, website).

**Business or sector** Integration Team

09/2016–11/2017

#### Customer Communication Leader

GE Oil & Gas, Florence (Italy)

Responsible for developing, delivering and measuring strategic commercial communications campaigns including innovative methods to create demand for GE Oil & Gas midstream offerings in the marketplace and position GE's midstream offerings in the competitive space and drive awareness, through integrated communication campaigns that encompass product / solution commercialization, recommendations or needs for customer engagement activities, sales enablement, branding and advertising.

**Business or sector** Global Headquarters

10/2015–09/2016

#### Marketing and Communications Leader

GE Oil & Gas, Florence (Italy)

As part of the GE Oil & Gas HQ Customer Communications Team I have been responsible for new products commercialization, customer communications, digital marketing and innovation, strategic messaging development, product promotion, revenue marketing and email marketing.

**Business or sector** Global Headquarters

02/2014–09/2015

#### Customer Communication Expert

GE Oil & Gas, Florence (Italy)

Responsible for the day-to-day development and effective rollout of digital and other innovative tools and approaches to foster customer communications across Oil & Gas, to interface on an ongoing basis with the key account, commercial and marketing teams of the Oil & Gas organization, devising and implementing a full range of communications activities and programs, in support of varied business needs in order to enable targeted and sustained communications in a 360-degree approach for the commercialization of products.

[Business or sector](#) Global Headquarters

02/2013–02/2014 **Marketing Communication Specialist for Turbomachinery**

GE Oil & Gas, Florence (Italy)

Responsible for executive presentations, external ads, product lines branding strategy (including printed materials and digital assets), media plans, corporate communications for external key initiatives and industry trade shows.

07/2011–01/2013 **Digital Strategist**

GE Oil & Gas, Florence (Italy)

Role Summary: responsible for internal and external digital program and Digital Center of Excellence for GE Oil & Gas. Lead GE O&G's Social Media & Mobile Strategy, focusing on both brand and commercial efforts across all major social platforms. Responsible for managing GE Oil & Gas web, social media, communications and digital-marketing related projects. Achievements:

- Creation, management and growth of GE O&G's presence across social media channels, including, blogs, Twitter, LinkedIn, YouTube
- Coordination of budget and resources for managing digital strategy
- Management of vendors and agencies relationships
- Development of Customer Relation Management (email marketing tool and process) and Digital Marketing campaigns

[Business or sector](#) Global Headquarters

01/2011–07/2011 **Intern at Corporate and Digital Solutions**

GE Oil & Gas, Florence (Italy)

Responsible for creating and editing written and visual communications for the Global Services internal audience worldwide, supporting Global Services Communications manager in internal messages and external corporate communications. Creation and implementation of new Global Services blog + production of textual and graphic contents. Responsible for defining the web strategy of internal Global Services communication and implementing the processes & tools for creating a best-in-class internal web portal.

[Business or sector](#) Global Services

2017–Present **Member of the International Jury of European Digital Awards**

Berlin (Germany)

[www.digital-awards.eu/jury/](http://www.digital-awards.eu/jury/)

2007–Present **Editorial Manager**

Pisa (Italy)

<https://www.humanamente.eu/index.php/HM>

Humanamente is a quarterly peer-reviewed magazine of scientific divulgation and philosophy, ISSN: 1972-1293, printed by the publisher EDIZIONI ETS (Pisa, Italy)

[Business or sector](#) Philosophy and Epistemology

- 2007–Present **Journalist**  
Official Journalist Association of Tuscany, Florence (Italy)
- 2010–2012 **Communication Editor**  
University of Florence - Department of Philosophy, Florence (Italy)  
Creation and Production of 'Visual Identity' and Graphics for websites of Department, Events and Seminars; Creation of information material in English and Italian.
- 2006–2009 **Communication Editor, Journalist & Web Manager**  
Pianeta Galileo, Florence (Italy)  
[www.pianetagalileo.it](http://www.pianetagalileo.it)  
Production of multimedia contents such as video, animation, audio slideshows and interactive contents – Editing and writing of articles, papers and interviews - Creation and Maintenance of institutional website
- 2005–2005 **Editor**  
Squilibrio.it, Florence (Italy)  
[www.squilibrio.it](http://www.squilibrio.it)  
Publishing of articles on communication and current global and local political events.
- 2005–2005 **Radio Speaker**  
Radio Studio 54, Florence (Italy)  
Partaking as a speaker in a series of programs on current political events

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**EDUCATION AND TRAINING**

- 2002–2011 **Publishing Research Papers** EQF level 8  
Various Scientific Journals and Magazines
- (2011) *Agency: From Embodied Cognition to Free Will* – Edited Volume, ETS, Pisa.
  - (2010) *How can Consciousness be Free if it does not Exist?*, in Proceedings of Pianeta Galileo 2009, Regional Council of Tuscany, Florence. "La Fortezza". Firenze: Polistampa.
  - (2009) *The Intersection Between Theatre and Science*, in Speciale Pubblico. ETI (Ente Teatrale Italiano) and Region of Tuscany. Rome: Officine Tipografiche.
  - (2009) *Interview with Ian Hacking*, in Proceedings of Pianeta Galileo 2008. Regional Council of Tuscany, Florence.
  - (2005) *"Lord of the Flies", a Philosophical Novel*, in the philosophical journal "AUT-AUT". Milan: Il Saggiatore.
  - (2002) *Il pessimismo antropologico e il concetto di male in Niccolò Machiavelli*, in the journal of studies.
- 01/2009–01/2011 **Honorary Fellow and Tutor of Philosophical Disciplines** EQF level 8  
Faculty of the Sciences of Formation, University of Florence, Florence (Italy)
- 01/2008–12/2010 **PhD in Philosophy and Cognitive Sciences** EQF level 8  
University of Florence, Faculty of philosophy, Florence (Italy)  
Discussed topics: Philosophy of Cognitive Sciences, Philosophy of Language and Communication, Philosophy and Theory of Action, Neuro-Economics, Philosophy of Mind, Free Will and

Neurosciences.

2005–2009 **Junior Professor and Researcher** EQF level 8  
University of Florence, Florence (Italy)

Assistance in preparing and delivering lectures, student tutoring, organization of seminars, assistance during exams, writing research papers on epistemological quandaries.

01/2009–Present **Member of the Research Group on Epistemology and Cognitive Sciences** EQF level 8

University of Florence, Florence (Italy)  
[www.epistemologica.it](http://www.epistemologica.it)

01/2005–01/2006 **Post-Graduate Course in Philosophy of Science** EQF level 7  
University of Florence, Florence (Italy)

2003–2006 **Master's Degree in Communications Theories** EQF level 7  
University of Florence, Florence (Italy)

110/110 with Honors

09/2004–10/2004 **Trainee in Law** EQF level 7  
Studio Signorini, Legal and Job Counselling Center, Florence (Italy)

1999–2003 **Laurea Vecchio Ordinamento in Philosophy** EQF level 5  
University of Florence, Florence (Italy)

History of Scientific Thought (Epistemology); Ancient, Modern and Contemporary Philosophy; Ancient, Modern and Contemporary History

**Other Exams @ Faculty of Law, UNIVERSITY OF FLORENCE & UNIVERSITY OF SIENA:**

1) General Constitutional Law; 2) History of Modern Codifications; 3) History of Modern Constitutions; 4) Institutions of Roman Law; 5) Philosophy of Law; 6) Institutions of Private Law.

10/2009–11/2009 **Teacher of master's Courses** EQF level 5  
Region of Tuscany, Florence (Italy)

Teacher of Seminar Courses on Theories of Mind and Cognitive Sciences for high-school students.

## PERSONAL SKILLS

Mother tongue(s) Italian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Spanish	C1	C1	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
[Common European Framework of Reference for Languages](http://www.cerl.eu)

Communication skills

- Mac and Win experienced

- Advanced Level Microsoft Office
- Advanced Web Design: Macromedia Dreamweaver, Flash, Fireworks, XHTML, CMS (Blogs, Wordpress, etc.), FTP softwares, HTML language.
- Graphic Design: Adobe InDesign, Photoshop, Fireworks, ImageReady, Pagemaker
- Experienced in digital marketing and CRM tools [marketo & salesforce.com]

#### Organisational / managerial skills

- Planning & Organizing:
- Ability to work under pressure and in challenging environments.
- Skilled at managing multiple tasks and projects simultaneously with short deadlines.
- Leader attitude but deep appreciation of team work, getting in contact with different talents, experiences, ideas, information and values.
- Excellent group management skills and participatory teaching techniques.

#### Job-related skills

- **Public speaking** expert at several university conferences at the University of Florence, marketing events with Baker Hues, a GE Company and throughout regularly organized fundraising events.
- **Drafting and Editing Skills** in English and Italian: writing and publishing several research papers, two membership at the two epistemological journals and at the International Jury Board have made me acquainted with drafting documents, reports, policy briefs and research papers.
- **Leadership Skills:** Leadership responsibilities deriving from my communication leader position at BHGE, along with a 15-year experience as a basketball coach with youth and senior team by the Basketball Federation (FIP) and the National Coaching Committee (CNA)
- **Creativity for Innovation:** Passion for new things and innovative technologies always think creatively in order to produce new ideas and find new approaches to reach goals, offering different options to solve problems.