

# PATRIZIA URBANI

*Cheerful, dreamer, headstrong*



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## Education

### Master in Innovation Management

Joint degree with "Scuola Superiore Sant'Anna" (Pisa) and "University of Trento"

September 2016- October 2018  
Mark: 110/110

### Bachelor in Economics and Management

University of Trento

September 2013 – October 2016  
Mark: 105/110

## Work experiences

### Amer S.p.a. (November 2018 - now) Marketing

I am involved in the development of the company intranet platform and websites.

### Amer S.p.a. (Research Thesis: March-October 2018)

"Pricing in servitization: the case of Amer Spa".

I helped the company in developing a servitized business model as well as the related pricing strategy.

## Other experiences

### Enactus National Competition (June 2018)

As part of the Trento Enactus team, we presented our idea for a project with social impact.

### MARCIEE – Marketing Communication Innovativeness of European Entrepreneurs (February 2017)

It is an intensive study programme, which aim to strengthen the innovativeness of European entrepreneurs.

### Innovation Olympics (February - June 2016)

A challenge organized by IXL centre in which, as part on an international team, I helped a company (Fantic Motors) to cope with innovation problems.

### Start-up Lab

(February - June 2017)

As part of an international team, I developed a business idea for a start-up.

### TMC- Trento Marketing Challenge

(September - December 2016)  
As part of an international team, I helped a Spanish company (Vigar) to cope with some marketing problems.

### Dukenet Markstrat Competition

(April 2016)  
A marketing challenge hosted by the "Universidad CEU Cardenal Herrera" (Valencia).

## Other activities

### Leo Club Valle Agno (October 2018 - now)

Leo Club is part of Lions Clubs International and we organize charity events.

### INAMA-Innovation Nexus (October 2017 – October 2018)

Inama is a student association that aim to create a point of convergence between companies and students. I was involved in communication and social media management

### EXPO Milano 2015 – Volunteer (August 2015)

### AGESCI – Associazione Guide e Scout Cattolici italiani

(September 2002 - 2018)

### ENACTUS

(October 2017 – October 2018)

As part of the Enactus Trento team, I developed projects with a positive social impact through empowering actions.

## My passions

