

ParoleAnima
Via Guerrazzi 5
21052 Busto Arsizio, VA Italy

phone/fax: +39 0331 321976
cflisi@alumnae.mtholyoke.edu

mobile: +39 338 868 18
cflisi@jhu.edu

CLAUDIA BETH FLISI

Claudia B. Flisi is a communications consultant with experience in all major areas of this field: public relations, corporate communications, marketing and advertising. See client list at the end of this C.V. Writing samples available by doing a Web search of "Claudia Flisi".

More than a decade of European experience

Corporate clients range from Apple (computers) to Zegna (clothing) and include government entities, trade associations and private organizations. Articles have appeared in more than 60 publications (including internationally-known names like *The Economist Intelligence Unit*, *Fortune*, the *International Herald Tribune* and *Newsweek*) as well as in Webzines and books. Areas of specialty: business in general, business and technology, economic development, and cultural topics such as food, fashion, film and travel. Also a published writer of fiction.

Writing for Business and the Press

Before moving to Europe in 1986, Ms. Flisi wrote for a variety of media, on subjects ranging from aircraft to zoos, ethics to x-rays. Her articles have appeared in many U.S. publications, including *Atlanta Magazine*, *Chocolate News*, *Creative Loafing*, *Fortune*, the *Los Angeles Times*, *Newsweek*, *Savvy* and *Sylvia Porter's Personal Finance*, and in the books "Love and Money", "Brand Power" and "The New Organization: Managing Organizational Networking" .

Technology

Has written on tech topics for *The European*, *European Media Business and Finance*, the *International Herald Tribune*, *Newsweek*, *Swissair Gazette*, and others. Conducted market research on IT for RCM Capital Management, a San Francisco money management firm. Produced marketing materials, speeches, CD-Roms for Apple Europe, Bay Networks, Computer Associates, Digital Equipment, GE Information Services, Italy's Italtel, the International Telecommunications Union, Sophia Antipolis, and Texas Instruments, among others. Has written many e-focused supplements for the *Herald Tribune*, including a yearlong IBM-sponsored series, and was the IHT's on-site reporter for its Tracking Telecoms coverage of Telecom 99.

Advertising and Public Relations

From 1986 through 1988, Ms. Flisi served as an advertising account director/dirigente for **J. Walter Thompson Co.**, S.p.A., Milan, where she handled multimillion dollar accounts for clients Buitoni, Plasmon and Unilever. Before moving to Italy, she worked in New York at **Burson-**

Marsteller, one of the world's largest public relations firms. She became part of a corporate advertising team that went from 0 to \$5 million in billing in its first year of operation.

Corporate Communications

Ms. Flisi's experience in corporate communications includes the development of two award-winning publications at **American Express**, plus training as an on-camera reporter for that company's video magazine. Earlier she served on the communications staff of **Whittaker Corporation**, a Los Angeles-based medium-sized multinational, where she initiated/implemented programs for the financial community and other audiences. She also managed a variety of marketing projects for the international management consulting firm of **Towers Perrin**.

Teaching/Presentations/Media

Europe: Ms. Flisi lectures regularly in Italian at the Centro Esperienza e Studi di Management (CESMA) of Milan. She has taught at the Art College Center of Design (Vevey, Switzerland) and at Newport University (Milan). In 1987, she was an invited speaker at Milan's April Fair and at the International Association of Business Communicators' (IABC) Conference in London. She has been an invited speaker on Riviera Radio in Monaco and at CERAM, the *grande école* located in Sophia Antipolis. She has appeared on Italy's television channels Canale 5, Rete 4, and La Sette, among others (see Client List for complete listing).

U.S.: Ms. Flisi developed the first course in corporate advertising to be offered at New York University's Evening College. She has addressed numerous professional, business and academic groups and organizations.

Community Activities

Ms. Flisi was chairman of the Milan chapter of Democrats Abroad (2003-2005). She is head of the Milan-Northern Italy chapter of the Johns Hopkins University Alumni Association. She served on the steering committee of the Alumni Chapter in Milan from 1988-91., and organized the school's most successful alumni gathering (attendance and fund-raising) in Bologna in 2001. She organized a yearlong series of programs for the Professional Women's Association of Milan while serving on their first board of directors from 1988-1989. She served on the board of directors of the American International School of Nice from 1992-95, after serving on that school's executive committee from 1991-92. She was a director and vice-president of the New York chapter of IABC from 1981-83.

Education

Ms. Flisi was awarded a B.A. with distinction from Mount Holyoke College, and received fellowships for study in the U.K., Switzerland and Yugoslavia. She earned her M.A. from the Johns Hopkins School of Advanced International Studies, and spent a year at the Hopkins Center in Bologna, Italy, and at the University of Warwick in Coventry, England. She has been the recipient of a variety of grants and scholarships, including U.S. State Department and N.U.S. (U.K.) fellowships. She speaks native English, excellent Italian and conversational French, and understands basic Spanish.

Ms. Flisi is listed in the latest editions of *Who's Who in American Women*, *Who's Who in the East* and *Who's Who in Advertising*.

ParoleAnima Client List

Market Research

- Business International (London/Geneva/New York)
- Collaborative Marketing (Paris)
- Direction Consultancy (London)
- RCM Capital Management (San Francisco)
- U.S. Consulate, Commercial Section (Milan)

Corporate Consulting/Writing

- Agenpress (Milan)
- American International School on the Cote D'Azur (Nice)
- Apple Computer (Paris, Brussels)
- Appelberg Publications (Stockholm)
- Atkinson (Milan)
- Batmap (Madrid)
- Benetton (Treviso)
- Bocconi University (Milan)
- Cagnone/Pieracini (Milan)
- Camper & Nicholsons (Monaco)
- Candy Elettrodomestici (Milan)
- Centre National d'Enseignement a Distance (Paris)
- Chambre de Commerce et d'Industrie de Nice (Nice)
- Computer Associates (Milan)
- Crova (Valenza PO)
- Digital Equipment Europe (Valbonne)
- Elizabeth Arden (Paris and Geneva)
- Edizioni Olivares (Milan)
- European Wool Awards (Milan/Biella)
- Ellesse (c/o Egg PR, Milan)
- Fleishman-Hillard (Milan)
- GE Information Services (Milan/Potomac, MD)
- Gruppo Creativi Associati (G.C.A. - Biella)
- Hotel Principe di Savoia (Milan)
- IBM (London, Milan, Paris)
- *Il Sole/24 Ore* (Milan)
- International Telecommunications Union (Geneva)
- Italtel (Milan)
- MagneTek (Nashville, TN)
- Merloni/Ariston (Milan)
- Moodie International
- Nielsen (Chicago/Paris)
- Nortel Networks (Antibes)
- Sergio Tacchini (Novara/Milan)
- Sophia Antipolis SAEM
- TASA (Milan)
- Tax-Free World Association (Paris)
- Texas Instruments (Antibes)
- TNT (Milan)
- Trelleborg
- Yukom Publishing (Munich)
- Zegna (Milan)
- Zucchi Design Studio (Milan)

TV/Radio/Public Speaking

- Top Secret (Rete 4), Italy
- L'Infedele (La 7), Italy
- Verissima (Canale 5), Italy
- SKY Television
- Radio Monte Carlo
- Riviera Radio, Monte Carlo
- RAI Radio ISO, Italy
- Radio Radicale, Italy
- Bocconi University, Italy
- Futura Society - Palazzo Clerici Italy
- Radio Classica, Italy
- Radio Popolare, Italy
- Osservatorio sugli Scenari Internazionali Italy
- Tunisian television news, Tunis
- AGR - Agenzia di Press Radiofonica

ParoleAnima Client List

Journalism (Europe)

Business

Accessories
British Airways'
Business Life
Business Advantage (IBS)
Businss International
Business Traveller
CEO
Cyberflex Live!
Duty-Free Business
Duty Free News International
Embrace
European Media Business & Finance
Evolution
Fortune Italia
Fraud Watch
Frontier
Government Journal
Here
Impeller
Inspire
International Business
International Investment & Banking Report
Lombard
Logistics magazine (CESAB)
Loyalty
Making It
Messebasel
Metalworking World
The Money Report
Nodus
One (Alfa Laval magazine)
Pulse magazine
Retail.com
SCA magazine
Skandia (website)
Swisscom Business
Swiss Re magazine
Think
T-Time
Travel Retail International
The Treasurer
Uomo Manager
20/20 Europe

General

Animal Companion
BeE
Boomercafe.com
Dog & Kennel
Citizen Culture magazine
Donna Moderna
Four Seasons magazine
Europa Times
The European
EuroSAIS
Gran Milan
The Informer
International Herald Tribune
IHT - Italy Daily
International Living
Johns Hopkins magazine
KLM - Holland Herald
L'Internazionale
Los Angeles Times
L'UNA
Mount Holyoke Alumnae Quarterly
MS.
Newsweek
Novum
Principio
SABENA Passport
SAISphere
Scarves International
Shattered
Show Circuit magazine
Speak Up
Studio magazine
Swissair Gazette
Realtà
Variety
Wag

Full On (short story)