

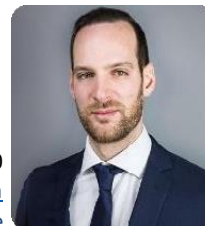


# Piergiorgio REGAZZO

+41 76 579 46 00

[regazzopiergiorgio@gmail.com](mailto:regazzopiergiorgio@gmail.com)

[Personal Website](#)



## WORK EXPERIENCE

- Jan 2021 – Oct 2022 (1 year and 10 months) **IWC Schaffhausen – Schaffhausen, Switzerland**  
*Junior Project Manager Partnerships and Entertainment*
- Drafting and evaluation of contractual assets and obligations, external and internal stakeholder management and liaison.
  - Coordination and communication management for marketing activation plans and events (Super Bowl, BTQ openings in HK and Dubai, GMM, Laureus WSA, AD Links Championship).
  - Coordinated Brand Ambassadors appearances worldwide (Portofino campaign shooting with G. Bundchen, G. Russell visit in Schaffhausen, T. Brady Big Pilot's campaign).
  - Responsible for watch orders for global partners and brand ambassadors.
- Oct 2019 – Jan 2020 (4 months) **Uniworld Boutique River Cruise Collection – Rheinfelden, Switzerland**  
*HR and Technical Department Intern*
- Managed communication with external suppliers and supported repairs for the company's 13 ships.
  - Demonstrated accuracy in editing assessment documents for recruitment purposes.
- Jan 2019 – Mar 2019 (3 months) **Maximilian Linz/ Laura Magni Web & Media – Milan, Italy**  
*Public Relations Intern (Milan Fashion Week F/W 2020)*
- Handled the simultaneous coordination of 5 fashion shows (A. Zambelli, HUI, C. Burani, A. Moura, K. Xiomara), on-site production support, fittings, castings and dressers coordination.
  - Managed 600 VIP invitations, showroom's inventory and welcomed clients.
- Oct 2017 – Jun 2019 (2 years) **Cultural Public Events – Basel, Switzerland**  
*Concept Creator and Project Leader*
- Brought to life two public events ("Dance for MS" and "A Dance to Remember" ) and developed events dramaturgy ensuring a high level of customer engagement.
  - Successfully led a multicultural team of 6 people, managed artists and risks.
  - Supervised marketing campaign (flyers, social media) with the result of sold-out events (500 seats), maintaining effective cost control to maximize the total donation of CHF 20'500.
- Aug 2010 – Aug 2016 (6 years) **Finnish National Ballet – Helsinki, Finland**  
**Bolshoi Theater – Moscow, Russia**  
**Ballet Theater Basel – Basel, Switzerland**  
*Professional Ballet Artist/ First Soloist*
- Participated in a vast number of rehearsal and performances in 16 countries.
  - Mastered artistry and creative thinking skills interpreting diverse roles.
  - Performed well under pressure adapting to last minute role change.

## EDUCATION

- 2020 - 2021 **Glion Institute of Higher Education – Glion, Switzerland**  
*Master in Luxury Management & Guest Experience*
- Class representative and Valedictorian 2020
- 2016 - 2019 **The Basel School of Business – Basel, Switzerland**  
*Bachelor of Science in Business Administration (Major: International Marketing)*
- Graduation with Cum Laude

## EXTRA-CURRICULAR ACTIVITIES

- Oct 2018 – Oct 2019 (1 year) **Volunteering at Dancers for The World – Basel, Switzerland**  
*Ballet Educator and Support Manager*
- Managed communication with Dance and Humanitarian Foundations.
  - Developed and participated at "Ballet in the slums" Humanitarian Project in Kibera, Kenya (Aug 2019).

## LANGUAGES

Italian (mother tongue), English (proficient), French, German and Spanish (intermediate)

## IT SKILL

Microsoft Office, Google Apps, iMovie, Photoshop and SAP (limited experience)

## INTERESTS

Dance, Photography, Entrepreneurial ideas

## REFERENCES

**Riccardo Soliani Brivio – AD Corporate Communication at IWC Schaffhausen**  
riccardo.soliani@iwc.com

**Daniele Perchiazzi – Corporate Trainer, Executive Coach. Founder at Total Leadership**  
dan@totaleadership.com