
MICHELA IESU

08048, Tortoli, Italy +39 328 2572467 michelaiesu@gmail.com

Date of birth: 29/01/1984

PROFESSIONAL PROFILE

PhD Candidate specialising in the innovation of tourism and cultural heritage sector. Advanced skills in organisational leadership, decision making and interpersonal relationships developed in interdisciplinary contexts. Over 15 years of professional experience in communication and marketing. Strong team spirit and good time management skills, with a methodical approach, focused on achieving strategic goals.

SKILLS AND COMPETENCES

- **Communication skills:** strong interpersonal and communicative skills developed in professional and academic contexts, national and international.
- **Professional skills:** strategic and organisational thinking in research, administration and marketing, focusing on objectives.
- **Organisational and management skills:** experience planning and managing work activities, with a strong aptitude for problem-solving and team collaboration.
- **Digital skills:** good command of the office suite (Word, Excel, PowerPoint), e-mail, and online search tools. Skilled in creating digital content, processing information and solving technical problems.

WORK AND PROFESSIONAL EXPERIENCE

Substitute Teacher of Economic sciences and business administration, 01/2025 – 02/2025

I.P.S.A.R High School, Tortoli, Italy. State Professional Institute of tourism and hotel services

- Economics lessons, preparation for tests and oral exams for students in the fifth year of high school.

Mentor, 23/24- 01/2025

Artes 4.0, Advanced Robotics and enabling digital Technologies & Systems 4.0, 56025 Pontedera (PI)

- Teaching and technical-specialist support within the initiative “Tourism Hack”, carried out within the Cagliari Digital Lab project. Supporting hackathon participants in the development process of innovative technological solutions for the tourism sector, support in project ideas, business modeling and aspects related to themarketing and communication.

Administrative Office Manager, 03/2024

M Yacht Srls, Tortoli, Italy. Luxury Yacht manufacturer for Ferretti Group

- Managing relations with contracting companies, suppliers, and external consultants for budgets and tax compliance. Resolving complex requests from customers and suppliers. Coordinating staff and optimising office operations. Supervising invoicing, credit, payments, and contractual activities, ensuring regulatory compliance and meeting deadlines.

Marketing and business development consultant, 08/2020 - 09/2021

R&M services, Tortoli, Italy. Training agency accredited by RAS (Autonomous Region of Sardinia)

- Definition and monitoring of business and marketing strategies targeted for new SME's within the project integrated measures between local development and employment, Por Sardinia ESF 2014-2020 line green and blue economy

Teacher of Digital Marketing, 04/2021 - 09/2021

R&M servizi, Tortoli, Italy. Training agency accredited by RAS (Autonomous Region of Sardinia),

- Course lessons; Implementation and monitoring of the web and digital marketing plan

Teacher of Communication, 01/2021 - 08/2021

Key company srl - Formatemp, Tortoli, Italy. Training agency accredited by RAS

- Online lesson on Communication techniques in a professional course for Administrative and accounting secretary. Online lesson on Communication techniques for corporate employees

Teacher of Marketing and Communication, 04/2021 - 07/2021

I.P.S.A.R High School, Tortoli, Italy. State professional institute of tourist and hotel services

- Online lesson on communication in a professional course of Environmental and hiking guide

Teacher in Marketing and Business Development e Consultant, 01/2019 - 01/2020

Exfor training agency, Cagliari, Italy. Training agency - Accredited by Ras (Autonomous Region Of Sardinia) line green and blue economy Por Sardinia ESF 2014-2020

- Course lessons and individual consulting in marketing tourism and sustainability to a new entrepreneurship/start-up.

Head of Marketing, 01/2016 - 08/2019

Pubblistar Srl, Tortoli, Italy. Advertising agency in Sardinia, Italy

- Development of communication and marketing plans. Responsible for defining and implementing marketing strategies, coordinating advertising campaigns with customers, and acquiring new customers.

Trainer of job orientation activities, 05/2018 - 05/2019

Ial Sardegna Srl Impresa Sociale, Cagliari, Italy. Social enterprise accredited by RAS

- Orientation job desk and business creator consultant in the Municipality of Trieri

Teacher of Communication, 07/2018 - 07/2018

Ipsar Tortoli- Confesercenti Nuoro - Ogliastro- Tortoli, Italy. State professional institute of tourist and hotel services

- Teacher of Communication techniques in a professional course of administrative accounting secretary

Marketing and communication consultant, 01/2014 - 01/2015

Virgoimage, Image consultant, Milan, Italy

- Rebranding activities for a personal shopper and image consultant

Sales Manager, 08/2013 - 11/2013

Miroglio Group. Milan, Italy. Corner shop for women's clothes C/o Coin luxury mall.

- Responsible for store opening, sales, team and order management, supervising daily operations and visual merchandising.

Junior Media Planner, 01/2012 - 05/2013

Media Italia, Armando Testa Group, Milan, Italy. Italian advertising group, a leader in creative and strategic communications. Milan, Italy

- Planned and purchased activities for advertising space in various national media. Measuring advertising campaign effectiveness through management software, statistics, competitive analysis and related reports.

Sales manager, 09/2010 - 12/2011

Du pareil au meme, Milan, Italy. Kids clothes corner shop c/o Coin Luxury Mall

- Corner manager: administrative and logistical management of the store, supervision of orders and sales team coordination.

Stage Marketing Account, 08/2009 - 12/2009

Fricomunication, Florence, Italy. Advertising agency.

- University Internship. Managed client relations and developed promotional plans for various national brands and pharmaceutical markets. Organising medical and scientific events with CME accreditation, coordinating logistics, speakers and training content.

EDUCATION AND TRAINING

Member of Innovation Management Research Group (actually)

Tplus, Spin off the **University of Sassari**, Sassari, Italy

Research in Innovation management and digital marketing, strategic marketing, tourism management and tourism marketing, Sustainability practices, Territorial development, Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG) factors, and value creation.

Leader Group: Prof. Antonio Usai, Associate Professor of Innovation and Business Management, Rector's delegate for strategic projects in University of Sassari

PhD Candidate in Culture, Literature, Rights, Tourism and Territory (actually)

University of Sassari, Sassari, Italy

Currently enrolled in the last year. A doctoral degree is included in the E.ins (Ecosystem of Innovation for Next Generation Sardinia) project to promote the link between science and enterprises, innovation ecosystems, and sustainability for the competitiveness of tourism SMEs and cultural goods in marginal markets.

Supervisor: Prof. Antonio Usai, Associate Professor of Innovation and Business Management, Rector's delegate for strategic university projects, Uniss

International Summer School: Sustainability Disclosure in Corporate Reporting, 07/2023

Bicocca University, Milan, Italy

Non-financial accounting and corporate reporting, European Directive EU/95/2014, Business valuation, finance and ESG issues, Sustainable corporate governance, Environmental Social and extinction accounting, SDGS and corporate reporting, ESG and financial performance, ESG and enterprise risk management, ESG, diversity and inclusion management

Master's Degree Double degree program in Innovation Management for Sustainable Tourism, Business Administration, Hospitality and International Tourism, 12/2022

University of Sassari, Italy (first year) and the **University of Babes Bolyai, Cluj Napoca, Romania** (second year)

Thesis: *Sustainable Aviation: Drivers And Replicability Of An Airport Innovation Model. The Case Study Of Geasar S.P.A.* Supervisor Prof. Antonio Usai

Final marks: 110/110 lode

EU ECO-TANDEM PROGRAMME: Sustainable innovation in the tourism industry, 05/2020

Eu Eco Tandem Academy - EU

Master post Degree in Brand communication (first level), 05/2013

Politecnico di Milano, Consorzio Polidesign & Assocomunicazione- Milan, Italy

The design, building and management of the brand.

Bachelor's degree in advertising Techniques, 04/2010

University for Foreigner of Perugia - Perugia

Thesis: Marketing plan with non-conventional activities for the non-profit sector. Case Study: Anteas (Italian National Association for Third Age).

LANGUAGES

Italian: Mother tongue

English:

B2

Spanish:

B1

Advanced intermediate

Intermediate

PUBLICATIONS

Iesu, M., Usai, A., Folino, G., Porcheddu, D. (2024). ESG and Value Creation in Air Transport Companies: The Case History of GEASAR S.p.A. (Olbia Costa Smeralda Airport), In: Brands and Purpose in a changing era,

Università IULM, Milano 17-19 ottobre 2024, pp. 1-4, Società Italiana Marketing, Roma, ISBN: 978-88-947829-1-2,

Iesu, M., Usai, A., Porcheddu, D., Pippobello, S. (2024). I business model sostenibili nel sistema aeroportuale: la CSR per la creazione di valore nell'Aeroporto "Costa Smeralda" di Olbia, in Ezza, A., Ennas, A., Pinna, M., Pischedda, G. (a cura di), *La CSR nel business model delle aziende impatti sulle performance economico-finanziarie e sulla capacità di essere resilienti*, Giuffrè Editore, Milan, ISBN: 9788828867371, pp. 205-233.

Iesu, M., et al. (2024). *La figura del leader di governo tra diritto, cultura, letteratura, lingua e territorio* (a cura di Bassu, C.), Ed. Inschibboleth, ISBN 9788855295529.

Iesu, M., Folino, G., Porcheddu, D., e Usai, A. (2025). *L'innovazione nella governance dei territori: Lo sviluppo turistico sinergico tra imprese e attrattori culturali e ambientali*, Forum Editrice, ISBN 9788832835205

Iesu M., Usai A., Morandi F., (2025). *Innovation in tourism communication. Strategic Models to Create Sustainable Value for Destination*, Franco Angeli, ISBN: 9788891719706

Usai A., Morandi F., Iesu M., Folino G., (2025) *Strategic Projects and Technological Transfer Processes for the Competitiveness of the European Market*, Franco Angeli, ISBN: 9788891736307

Iesu, M., Usai, A., Porcheddu, D., e Rana, M. (2025). *The importance of materiality analysis and stakeholder engagement in determining corporate purpose: A case study from the aviation industry* Conferenza: *Transformative Marketing: Driving Business and Societal Change*, CIMAR c/o Università di Pavia del 19-22 maggio 2025. ISBN 9788890786112

Usai, A., Iesu, M., Folino, G., & Porcheddu, D. (2025). *Can artificial intelligence (AI) be a driver of competitiveness in tourism? An Italian case of service management company supporting tourist destinations*. Euromed Conference "Exploring New Horizons in Business and Management, September 10th-12th, 2025, Porto, Portugal, ISSN: 2547-8516 ISBN: 978-9925-628-05-6

Porcheddu, D., Campo, R., Usai, A., Iesu, M., & Vacca, G. (2025). *Made in Germany vs. Made in Japan: An application of the Implicit Association Test to the study of the Country-of-Origin Effect* Sinergie Sima Management Conference c/o l'Università di Genova del 11-13 Giugno 2025. ISBN 9788894713671.

Iesu, M. et.al (2025). *Il paesaggio come asset strategico nella valorizzazione economica di una destinazione. L'identità sostenibile per la Willingness to Pay*. In L. Cutzu & F. Piana (a cura di), *Si muove la città. Scritti interdisciplinari sul paesaggio urbano* (Collana "Prisma"). Roma: Inschibolleth.

CONFERENCES

- *Brand purpose in a changing era*, Università IULM, Milano 17-19 October 2024, Società Italiana Marketing
- *Transformative Marketing: Driving Business and Societal Change*, Università di Pavia, 19-22 maggio 2025. Consortium for International Marketing Research (CIMAR)
- *Il Knowledge Management Nello Sviluppo Di Una Comunità Scientifica Globale*, Università di Salerno, 30 Maggio 2025, Italian Global Community of Knowledge Management (IGCKM)
- *Tertiarization & sustainability. New challenges for management in the digital era*, Università di Genova, 12-13 Giugno 2025, Società Italiana di Management (SIMA) e Sinergie - Italian Journal of Management
- *Job Act. Il Lavoro che cambia*, Hotel la Bitta, Tortolì, 02/09/16, Speech on Personal Branding as a Strategy of active labour policy
- *The Art of Finding Your Job*, Workshop in the University of Cagliari, University orientation office. 02/04/15 - 02/06/15, Speech on Personal branding and web reputation in the job search

PROJECTS AND SOCIAL ACTIVITIES

- Councillor for Tourism in Municipality of Tortolì. Promoting and coordinating initiatives to enhance local tourism assets and support sector-related economic development. Events, marketing strategies and collaborations with tour operators. 2019-2023
- Creation and development of the marketing and human resources project: JobDream- Job Orientation Desk - Personal Branding for the job search, c/o Fisascat Cisl Ogliastro and Ial Sardegna, 2016
- Active Member of Vele Corsare non-profit Association in Tortolì specialised in Organization events of local promotion, organisation of Erasmus plus project, not formal education- youth pass:
 - Erasmus Plus - Let's talk about conflict resolution for a bright future. Zamość, Poland, 2015
 - Erasmus Plus - Net (for) Work – Contact Making Event Murzasichle, Poland, 2016
 - Erasmus Plus – Dream Catcher - Social integration of refugees and migrants, Sardinia, 2019

Tortolì, 20 January 2025

