

CURRICULUM VITAE

SARAH ORLANDO

PERSONAL DATA

Surname/Name: Orlando/ Sarah
Address in China (primary): Jingtū Hutong n.5, Bldg 1, Apt 102,
Dongcheng District, 100009 Beijing
Mobile/ WhatsApp: 0086 18600499816 / +39 389 8387334
Wechat: sarahorlando
E-mail: sarahorlando@gmail.com / sarah@bside.design
Place and date of birth: Varese, January 19th 1981
Nationality: Italian



PROFESSIONAL EXPERIENCE

Sarah's areas of expertise include International Business Development, Cultural Diversity Management, Media/New Media, Creativity-driven Development. Before launching her own entrepreneurial project and before reaching the General Management position for a multinational group she has worked on assignments in Strategic Planning, Financial Planning & Controlling, Organization, Project Management.

BSide Design

B/Side Design is an organization based in Beijing developing and implementing strategies of urban and social impact in areas of socioeconomic transformation in China. Among the first core projects is The Global School, China's first independent institute dedicated to creative research. (www.bside.design)

September 2017 – present

Co-Founder and General Manager

- ✓ Chief Administrator of Operations & Strategy
- ✓ Project Business Modelling, feasibility study, market research and competitors analysis/market scenario
- ✓ Company set-up, fund raising, Business Planning, HR/ Admin&Finance/ Business Development and Strategic Partnerships

Orcom C&A Advisors

Orcom C&A is a leading firm in providing added value business services around tax, legal and finance related issues to international firms operating and developing in Mainland China and Hong Kong. (www.orcom-ca.com.cn)

October 2019 – present

Head of Beijing Office

RCS MediaGroup – Chinese subsidiaries

RCS MediaGroup is an international multimedia publishing group that operates in daily newspapers, magazines and books, radio broadcasting, new media and digital and satellite TV. It is also one of the leading operators in the advertisement sales & distribution markets. RCS MediaGroup is one of the major European publishers at an international level.

RCS China

When I entered the group, RCS had two subsidiaries in China: **Rizzoli (Beijing) ADV Co. Ltd** (Rizzoli BJ) for managing the design/architecture sector, and **Rizzoli Sfera Int'l ADV (BJ) Co., Ltd.** (Rizzoli Sfera) for managing the infancy/new-born sector. I was first appointed as controller of Rizzoli BJ at the end of 2011, with a consultancy contract, reporting directly to RCS Headquarter Controlling Manager. Since July 2012 I was appointed GM of Rizzoli BJ, and CFO of Rizzoli Sfera. Since July 2014 the Group then merged into one Subsidiary, Rizzoli Sfera, where I was appointed GM for the two

businesses. In order to avoid repetitions, I will here describe the activities carried on as GM, and as CFO, without specifying the different periods and the specificities of the 2 subsidiaries.

July 2012 – August 2017

General Manager

Reporting directly to RCS MediaGroup SpA Managing Director
Member of the Company's Board of Directors

- ✓ Elaborate 3Year business plan and monitor the market environment and competitive scenario
- ✓ Elaborate yearly Budget and Forecasts, and monthly reporting for group consolidating purpose (RCS is a public company)
- ✓ Responsible towards RCS MediaGroup for performance, Profit&Loss, People Management, Compliance
- ✓ Manage Admin & Finance department for elaborating Chinese Financial Statement and other tax duties
- ✓ Communicate with Group Lawyers for ensuring legal compliance, societary management and trademarks registration, and set up preliminary drafts in the event of new projects
- ✓ Responsible for managing HR, hiring, dismissing, employee processes and compliance, privacy, defining company incentive schemes within Group guidelines, training and team building
- ✓ Manage relationships with Governmental Officials and Publishing Partners for smooth cooperation and potential new projects
- ✓ Manage the distribution and sales of magazines, promoting subscriptions and identifying best sales and display channels, in first and second tier cities in Mainland China
- ✓ Supervise the editorial plan for the magazines and the website
- ✓ Manage internal sales force for China market and communicate with RCS Advertising for non-Chinese clients (selling advertising and events) – I directly periodically meet all key clients and partners
- ✓ Supervise Marketing and Branding activities, both offline and online and through social networks, and supervise key events/ forums organized by us and smooth interaction with concept creators
- ✓ Directly manage tailored projects/ publications for Chinese markets
- ✓ Manage the relationships with key Professionals, key Contributors and Institutions
- ✓ Manage an average team counting over 40 full time employees and more than 15 collaborators (in 2013, at the peak, it was counting over 80 employees) Daily activity was managed in Mandarin language.

Rizzoli Sfera Int'l ADV (BJ) Co., Ltd.

July 2012 – June 2014

Chief Financial Officer

Reporting to RCS MediaGroup SpA Managing Director – Infancy Division
Member of the Company's Board of Directors

- ✓ Elaborate 3Year business plan and monitor the market environment and competitive scenario
- ✓ Elaborate yearly Budget and Revised Forecasts, and monthly reporting for group consolidating purposes
- ✓ Elaborate quarterly reporting in line with RCS necessities due to its *listed* status
- ✓ Responsible towards RCS MediaGroup for performance, EBITDA result, Compliance
- ✓ Support General Manager in decision making when needed, and in providing periodical controlling reports on management Profit&Loss
- ✓ Manage Admin & Finance department for elaborating Chinese Financial Statement and other tax duties
- ✓ Manage the relationship with the Banks in China, the Auditors (for the Chinese Statutory Statement and for the Consolidated Report)
- ✓ Communicate with Group Lawyers for ensuring legal compliance, societary management and trademarks registration, and set up preliminary drafts in the event of new projects
- ✓ Manage relationships with Government Officials and Publishing Partners for smooth cooperation and potential new projects
- ✓ Daily activity was managed in Mandarin language.

China Files

Press Agency and Communication Company offering communication services to foreign companies operating in the Chinese market and to Chinese companies wishing to boost their image in western countries

Since 2011, following the achievement of an MBO plan, I became a Shareholder. I have acted as CFO and prepared the yearly financial statement and coordinated with Auditors until the Company became inactive in 2016.

June 2011 – June 2012

Business Development Director & CFO

- ✓ Identify value generating Business Model that could sustain the growth of the press services
- ✓ Start-up the Communication Business Unit, prepare company standard presentations, services price listing, potential clients data base
- ✓ Sell Communication and Press Services to identified clients
- ✓ Elaborate Budget and Revised Forecast for the Shareholders, and develop business plans and industrial plans for existing/ new projects
- ✓ Elaborate the Annual Financial Report
- ✓ Optimization of internal processes and development of specific projects supporting the core business units
- ✓ During my working full-time the company grew from 3 FTE to 15 FTE

Bradipo Travel Designer and Subsidiaries – 5 years

(International High-end Tour Operator with Mono-brand network of Subsidiaries)

November 2009 – May 2011

Strategic Financial Planning and Organization Manager

Relating to the *CEO*

(also for Hall41 S.r.l., participatory holding controlling the Tour Operator)

- ✓ Elaborate Budget and Revised Forecast for the Group companies , and develop business plans and industrial plans for existing/ new projects of the Group affiliates
- ✓ Due diligence on *M&A* opportunities regarding Tour Operators or productive SME of the Made in Italy. In charge of Companies' analysis/ valuation for share purchase/ transfer
- ✓ Fine Tuning with the *Board of Directors* and company's CFO for closing of the Annual Statutory Financial Report according to Italian legal standards
- ✓ Responsible for Corporate Secretary activities for Group Companies
- ✓ Legal activities *(cooperating with professional lawyers on specific issues)*
- ✓ Optimization of internal processes and development of specific projects supporting the core business units
- ✓ Implementing the home-developed/in-house managed business software
- ✓ In charge of the Information Technology team
- ✓ Managing a team of 5 staff members

January 2008 – November 2009

Strategic Manager

Relating to the *Chief Strategy Officer*

(also for Hall41 S.r.l., participatory holding controlling the Tour Operator)

- ✓ Responsible for the Companies' Budgeting, developing business plans and industrial plans for the Group's Companies, with the support of two analysts for market research, competitor analysis, etc.
- ✓ Analysis/ evaluation of each Company when undergoing share purchase/transfer.

March 2006 – December 2007

Project Manager

Relating to the *CEO*

Bocconi University, Milan

Degree "Economics and Management in the Cultural Industries"

October 2005 – September 2006

Teaching Assistant at Bocconi University, Milan.

Professor: Guido Guerzoni

Arts&Media Management

LANGUAGES

Italian

native speaker

English	full professional proficiency
Chinese (Mandarin)	professional working proficiency
French	basic speaking knowledge, fluent reading and understanding
Spanish	basic speaking knowledge, fluent reading and understanding
German	basic Zertifikat Deutsch (Year 2001)

EDUCATION

September 2004 – September 2005	Beijing Language and Culture University , Beijing, China. Intensive Chinese language course (Mandarin).
September 1999 – May 2004	Bocconi University , Milan, Italy. Graduate Degree in Economics applied to Cultural Industries. Final Mark: 110/110.
August – December 2002	Schulich School of Business, York University , Toronto, Canada. <i>Exchange semester, Master program in Arts & Media</i>
July 1999	Liceo Scientifico G.Ferraris , Varese, Italy. High School Diploma in Scientific Studies. Final mark: 99/100
June 1995	Conservatorio G. Verdi , Academy of Music, Milan, Italy. Diploma in Music theory and Solfeggio. Final mark: 98/100

HONORS & AWARDS/ AFFILIATIONS

German Marshall Fund of the United States – European Marshall Memorial Fellow – Fall 2014

The Marshall Memorial Fellowship is a rigorous, intellectually challenging, transatlantic leadership development program designed to introduce fellows to political, economic and social circumstances across the Atlantic and to give them firsthand exposure to alternative approaches to contemporary issues.

<http://www.gmfus.org/programs/tli/marshall-memorial-fellowship/>

Council for the United States and Italy – Young Leaders Program – Young Leader 2015

Created in 1984, the Young Leaders Program is the Council's oldest and most regular program. Its main activity consists in conferences that bring together young people under 40 years of age (typically in their 30s) from all sectors – academia, business, government, media, nonprofit/nongovernmental – who have demonstrated a record of accomplishment, leadership qualities and potential for growth in their respective fields of activity to discuss a subject of common interest.

<http://www.consiusa.org/eventi.php?cat=1>

Affiliations:

- ❖ **Bocconi Alumni: Chapter Leader** of Bocconi Alumni Beijing since 2014 (elected, Alumni participate to the chapter on a voluntary base, very different type of leadership to be exercised)
- ❖ Member of German Marshall Fund Alumni Leadership Council since 2016
- ❖ Founding Member of Agic (Association of Young Italians in China)