

Candidate for Membership experience Co-director

CRISTINA SARNACCHIARO



I developed my professional experience starting as a Territory Sales working in the ICT sector, assuming increasing responsibility functions up to the position of Sales Manager South Europe and then Sales Director EMEA, to then reach the position of General Manager of a software company owned by a Private Equity and in the end General Manager of a Corporate Digital Learning Education company in the second phase of my career.

My concrete and constantly market-oriented and result-oriented approach, in addition to the attention to the growth and enhancement of colleagues and collaborators, has strongly characterized my professional experiences allowing me to achieve the company's business objectives. I have worked both nationally and internationally and have actively participated in start-ups; these experiences made me grow personally and professionally.

The motivation for which I am interested in contributing to the PWN mission in the position of "membership experience co-director" lies in the fact that I strongly believe in the value that professional women provide to the business and it would make me feel useful to be able to give my contribution to this topic. Professional life gave me a lot and I would be happy to be able to share what I had the good fortune to learn.