

Filomena Durante

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Solid leader having over 20 plus years of international and multicultural work experience. Having a proven track record of major contributions to fortune 500 multinationals and global events such as World Expo, Olympics, Abu Dhabi Sustainability Week, having successfully achieved these results with strong leadership. Ensuring client satisfaction and continuously motivating employees to meet or exceed business objectives through effective communication skills and management skills. I welcome the opportunity to implement my experience and knowledge to deliver tangible business value to a new organization.

Have the ability to thrive in a fast paced, agile environment with a sense of urgency and attention to detail, having proved to have a leadership style that takes ownership, accountability, responsibility and same time being a team player. My multicultural background makes it easy to create and maintain an effective network within the Middle East market that has allowed me to generate business and close revenue successfully.

FUNCTIONAL EXPERTISE

Events and Event Management • Marketing and Communication • Business and Marketing Strategy • Project Management • Business Development • Smart Solution Development End User Experience • Innovation and Experience Development • Program Management • Account Executive

EXPERIENCE

Filmmaster

Dubai, UAE

August 2019 – April 2020 (due to COVID)

Project Director Client Facing – Marketing, Communication and Event Management

- Lead and managed the Abu Dhabi Sustainability Week Content and Event Production for the Opening Ceremony.
- Developed, and lead the entire project in terms of scope, planning, marketing, financials, including operational costs, recourse planning,
- Implementing and developed detailed description requirements for the event from suppliers, budgets, timelines, schedule runner, timeline and monitoring performance including risk management.
- Managed shoots, Directors, Copy Writers, Creative Direction, MC, VO, creating a comprehensive Communication, Marketing Strategy including Digital Media for social media.
- ADSW Opening Ceremony had 11 projects into one delivery.
- Shared creative vision with client across the board, devising, presenting ideas and strategies.
- Proofreading creative copy and enhanced the creative direction with client.
- Managed all client's requirements and aspects regarding the delivery of ADSW.
- Coordinating internal marketing and an organization's culture to ensure staff was aligned with the delivery of a successful project.

Simmetrico

Dubai, UAE

December 2017 – 2019

Managing Director

- Started-up 2 offices in Dubai – Simmetrico Operations and Simmetrico Xperience and being a board member of Simmetrico HQ.
- Developed and Implemented the full Marketing, Communication and Overall Strategy Plan for the ME Region.
- Lead development activities such as introducing Simmetrico into leading international markets, business organizations and cultural institutions in the MENA Region and Globally, and was the Key Account Person on all Tier 1 accounts ensure overall quality and offerings to clients.
- Developed and implemented the plan for the largest exhibition event and museum in the region, implemented a full, Marketing, Communication and Productions plan with a fully developed methodologies and planning for all individual projects.
- Lead the largest exhibition event in the region, worked closely with the Creative Kitchen, and Production team based on a Marketing strategy/plan that I created for the event and the Client Account, reaching a successful KPI.
- Developed market and business intelligence by monitoring international and regional business/design trends, and conducting primary and secondary research, establishing different bench points across the three Business Units.
- Created and Standardized all process and documentation for the PMO that has been rolled back to Expo 2020 Country Pavilion Project and all internal projects.
- Defining long term strategic directions and leading the yearly strategy planning cycle, developing the 5 year model including marketing and regional sales plans, budget and feasibility studies for strategic new initiatives to ensure growth of the business.

Tecom Group – Dubai Design District – d3

Dubai, UAE

January 2016 – August 2016

Program Management Manager Lead and Innovation Strategy for a 6-month term project. – d3 Smart City

- Responsible for initiation, planning and on time execution on all Smart Incentive Projects, leading complex projects and met d3 objectives across different departments within d3.
- Developed Marketing objectives for the launch of Smart Solution and new data center
- Leading major projects from design, implementation and going live phase, meeting all requirements expected from management levels.
- Lead and Developed process for the review of all requirements for all the smart city projects to be developed implemented within d3 ensuring the finalization of the formalization
- Manage projects in terms of scope, intent, financials including operational costs, delivery, Operation acceptance sourcing, pre-requisites, risks, steering and communication, to execute to budget, mitigating all risks and minimizing risks.

IDENTIGY SMART SOLUTION

Dubai, UAE

February 2015 – January 2017

Vice President – Smart Solutions

- Started up business in the Middle East Region to meet the company's global objectives.
- Create and implement company strategy, digital approach for marketing, branding, and public visuals (advertising) to generated and maximized revenue,
- Lead and Developed the Exhibition of Smart Solutions at DWTC for large scale event.
- Set goals', monitor work, and evaluate results to ensure that project, business opportunities and organizational objectives and operating requirements are met and are in line with the needs and mission of organization
- Identify new business opportunities, participate in new business pitches and assist in drafting new business proposals
- Run multiple accounts simultaneously, including managing work plans, client expectations, and internal staffing to ensure project is consistent with time and scope in the contract
- Develop relationships with vendors or contractors that represent a variety of fields (media, policy, design, technology, etc.) and can be used on projects as needed.

Cisco Systems Dubai, UAE

October 2008 – December 2014

Cisco Smart Solution Specialist and IoT– Sr. Manager – Marketing and Strategy

- Responsible for business solution offerings across strategic accounts in EMEAR and Asia.
- Responsible for the GITEX Exhibition – Major event from Marketing, Planning on the Smart Solution vertical.
- Responsible for leading new partner's enablement within EMEA and partner programs, Marketing GTM,
- Worked closely with Smart Solutions and the data center BU deploying and educating across the region through programs, storytelling to increase footprint and reshaping the environment.
- Developed and led the relationships with major clients across various industries.
- Marketing and Lead customer workshops and partner workshops to integrate awareness in the marketplace
- Grow indirect partner landscape globally & define marketing strategies in order to grow the run-rate business in market segments.

Cisco Leader Smart Innovation Centre Global Lead

- Responsible and Lead the entire BU for the IC Globally and responsible for establishing Innovation Center for the City of Barcelona, Milan, Mexico, Brazil, China, Qatar and UAE, creating a strategic program from bottom – up, from Marketing plan, Strategy, Plan, Event Planning and Business GTM plan, Marketing and Strategy Globally
- Deployed Strategy for IoT/Smart+Connected Communities (S+CC), IoT /Innovation Centre Globally, data center BU that was approved by EVP for FY12, including new branding, digital marketing strategy and planning, ensured end user experience was met as per country requirement
- Created, developed and incubated live Innovation Center holding City solutions being controlled from Center – i.e. Command and Control Center with emergency response, healthcare solution for citizens and Education solution directly to end user and city citizens
- Held workshops on how the integration can fit across all industries and segmentations
- Responsible to develop and create branding for S+CC Innovation Center (incubate, demonstrate, trademark globally)

***Cisco IoT/Smart+ Connected Communities -Tier 1 High Touch Lead – Better City
Better Life Development of Milan Expo – 2015 – Feeding the Planet Energy for
Life***

- Director of Tier 1 High Touch Customers (Government officials, Companies Executives CEO, CIO CTO, CMO, Media, Analysts)
- Owned, Developed and Implemented the entire Tier 1 process, Marketing Plan of the overall program plan
- Developed Strategy, Go to Market Program, End Vision, Solution Requirements.
- Developed end to end Marketing, Solution program for Cisco Shanghai Expo and individual programs for each Tier 1 customer optimizing various single protocols.
- Developed and Lead the entire Tier 1 process – Marketing Strategy Plan, Branding, Partner, Business Development of country and customer requirements including events dedicated to the Tier 1.
- Weekly reports – Schedule, CSAT, Confidence level increase attendees.
- Organization of briefing program and content creation for Newsletters, Media and Marketing Kit, Welcome Kits etc.
- Develop program for Post Expo Customer workshops.
- Developed and Support Expo Milan from concept creation to execution.

***Nortel Networks
Milan, Italy and
Dubai, UAE
April 1998 – June 2007***

***Client Account Manager/Marketing Manager - Southern Region
Marketing /Business Strategy Manger - EMEA & Middle East Region Bid***

EDUCATION

Qualification: Marketing, Advertising and Business
Institution: University of Windsor
St. Clair College of Applied Arts and Technology
Location: Windsor ON. Canada
Degree: Bachelor's Degree, Master's Degree – Marketing Management and Ad of Psychology

Qualification: NA
Institution: F.J.Brennan High School
Location: Windsor ON. Canada
Duration: 1987 - 1990
Degree: High School Graduate Oac

ADDITIONAL INFORMATION

Selected Courses:

Program Management and Project Management PMP
Management Relations and Communication
Marketing Management
Tradeshaw Planning/Management

Languages:

English	mother tongue
Italian	proficient, both orally and in writing
French	proficient
Spanish	proficient
Arabic	basic understanding

References available upon request.