



## Europass Curriculum Vitae

### Personal information

First name(s) / Surname(s) **Mercedes Giovinazzo**  
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Nationality Italian  
Date of birth 21.07.1964  
Gender Female

### Work experience

Dates	January 2005 – Present
Occupation or position held	Director
Main activities and responsibilities	Executive management responsibilities: <ul style="list-style-type: none"><li>• Financial, organizational and institutional policy of the Foundation, including the definition of the operational areas and services, the local and international institutional relations, the operational strategy, the internal and external communication, and the revision of the budgeting and accounting system.</li><li>• Strategic local and international positioning of the organization and identification of public and private partners.</li><li>• Supervision of the annual activity program.</li></ul> Staff: 12 full-time project managers and researchers, plus external consultants. Budget: 1,5M euro. From June 2008 until October 2010, chair of the 'Access to Culture' Platform set up by the European Commission in the context of the Structured Dialogue with the Cultural Sector. Since October 2008, Chair of the Executive Committee of Culture Action Europe advocacy and lobby organization representing the interests of the European cultural sector
Name and address of employer	Fundació Interarts
Type of business or sector	Founded in 1995 in Barcelona, Interarts is a private agency with international projection. Its mission is to contribute to the processes of development through culture and to facilitate the transfer of knowledge and information in the cultural sector. It is the foremost aim of Interarts to include a cultural element in all projects concerning human development. The organization operates mainly in Europe and in Latin America, with experience also in Africa. It has recently set up a commercial branch in Spain, Interarts SLU and an office to operate in Latin America, Interarts – Peru.
Dates	September 2002 – September 2004
Occupation or position held	Director of Services and Deputy Director of Customer Services Division. Member of the Executive Committee.

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Main activities and responsibilities	<p>Director of Services: During the <i>project design phase</i> (18 months) responsible for the:</p> <ul style="list-style-type: none"> <li>• Design of customer services (hospitality, information and documentation, internal transportation, external mobility, call center, special services for children and the disabled, health assistance, guided tours, etc.) and of services to congress participants (travel and accommodation, interpretation, professional congress organizers, etc.).</li> <li>• Identification of providers, drafting of public tenders, contracts and agreements; budget preparation; team management (60); staff selection and training; negotiation with public authorities; definition of operational plans. Member of the Executive Management Board</li> </ul> <p>Customer Services Division, Deputy Director: During the <i>operations phase</i> (5 months) responsible for the management of customer services, with a budget of 15M euro and a staff of over 1500. Surveys rated the performance of customer services at 8/10. Budget fully balanced.</p>
Name and address of employer	BARCELONA 2004, S.A., Barcelona, Spain.
Type of business or sector	Private company set up for the organization of the Universal Forum of Cultures held in Barcelona, May-September 2004.
Dates	January 1995 – August 2002
Occupation or position held	Administrator
Main activities and responsibilities	<p>Responsible for:</p> <ul style="list-style-type: none"> <li>• Program management: content design; evaluation of results; team coordination; contract preparation; organization of meetings, seminars and conferences; preparation and editing of reports, policy documents (declarations, conventions, etc.) and publications; budget preparation and follow-up.</li> <li>• External relations and negotiations: secretariat of committees; participation in experts' groups; contacts with diplomatic missions, multilateral international organizations, networks and NGOs.</li> </ul> <p>Coordination of the following programs: Fund for Interregional Cultural Cooperation, Forum of European Cultural Networks; Culture, Creativity and the Young; New Information Technologies; Action Plan for the Russian Federation; Training of Cultural Administrators.</p>
Name and address of employer	Directorate General IV – Directorate of Culture and Cultural and Natural Heritage Council of Europe, Strasbourg, France.
Type of business or sector	Intergovernmental organization. Official languages: English and French.
Dates	November 1991 – December 1994
Occupation or position held	Director of the European Master's Degree in Cultural Management
Main activities and responsibilities	In the framework of the Conférence des Grandes Écoles, executive management of the course, in coordination with its Scientific Committee (30 professors), with 20 students from several European countries per year. In 1994, founder and co-director of a Master's Degree in Cultural Management in Bucharest, Romania, for cultural administrators in Central and Eastern Europe, funded by public authorities and private partners.
Name and address of employer	École Supérieure de Commerce, Dijon, France.
Type of business or sector	Private higher education organization.
Dates	1985 to 1990
Occupation or position held	Diverse
Main activities and responsibilities	<ul style="list-style-type: none"> <li>• Studio EGA Congressi (Rome, Italy): assistant to the Director General;</li> <li>• Archaeological excavations and museum guide;</li> <li>• Traineeships: Metropolitan Museum of Art (New York, U.S.A.) and Agence Culturelle de Franche-Comté (Besançon, France).</li> </ul>

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## Education and training

Dates	1990 -1991
Title of qualification awarded	Mastère spécialisé européen en management des entreprises culturelles
Principal subjects/occupational skills covered	Management, sociology of organizations, finance, etc.
Name and type of organisation providing education and training	Ecole Supérieure de Commerce de Dijon, France.
Level in national or international classification	Post-graduate course, equivalent to an MBA.
Dates	1984 - 1989
Title of qualification awarded	Laurea in Lettere, indirizzo Archeologia.
Name and type of organisation providing education and training	Università degli Studi "La Sapienza", Rome, Italy. Final mark: 110/110 cum laude.
Level in national or international classification	University graduate degree.
Dates	1982 - 1984
Title of qualification awarded	1 <sup>st</sup> and 2 <sup>nd</sup> years of Law School.
Name and type of organisation providing education and training	Università degli Studi "La Sapienza", Rome, Italy.
Dates	2002
Title of qualification awarded	"Management d'équipe".
Name and type of organisation providing education and training	Council of Europe, Strasbourg, France.
Dates	1996 – 1997
Title of qualification awarded	"Développement personnel: hommes et femmes travaillant ensemble efficacement".
Name and type of organisation providing education and training	Council of Europe, Strasbourg, France.
Dates	1993
Title of qualification awarded	"Manager formateur".
Name and type of organisation providing education and training	École Supérieure de Commerce, Dijon, France.

## Personal skills and competences

Mother tongue(s) **English, Spanish, Italian and Catalan**

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Other language(s)

Self-assessment

European level (\*)

**French**

**German**

**Russian**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user
A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user

(\*) Common European Framework of Reference for Languages

Organisational skills and competences

- Proven capacity in organizational strategies; the attainment of economic and qualitative aims; the leadership of multicultural teams; negotiation processes.
- Extensive knowledge of international relations and co-operation systems, within both non-governmental and intergovernmental organizations.
- Ample experience in research and in training activities at graduate and postgraduate level; in project design and management.

Technical skills and competences

Extensive executive management experience, in different sectors of activity, within public and private organizations at local, national and international levels.

### Additional information

- Chair of the Executive Committee of Culture Action Europe, advocacy and lobby organization representing the interests of the European cultural sector (October 2008- to date).
- Board member of Music Crossroads International (June 2009 – June 2013).
- Chair of the Board of the Platform "Access to culture", set up by the Education & Culture Directorate General of the European Commission in the framework of the structured dialogue with the cultural sector (June 2008 – June 2010).
- Ex-officio member, representing the Council of Europe, at the European Network of Cultural Administration Training Centers, Forum of European Cultural Networks and European Forum for the Arts and Heritage (1995-2002). Member of the Spanish Delegation at the negotiations for the UNESCO Convention on the promotion and protection of the diversity of cultural expressions (2005-2006).
- Founding president (1994-1998) of the chamber music festival, "Musiques en voûtes", Dijon, France.
- Vice chair (2004-2009) of the Association of Parents, Scuola Elementare Italiana, Barcelona, Spain.
- Voluntary manager (2001-2002) of the Franco-German kindergarten "La Buissonnière de l'Aar", Strasbourg, France.
- Professional knowledge of MacIntosh/PC and Internet.

Lu Ciminato  
Barcelona, 10 gennaio 2014