

SIMONA PETROZZI



Born in Rome, divorced with a 20 year-old son. Daughter of an entrepreneur in the construction industry in Italy and abroad, after a 10-year youth experience in the world of media and TV she graduated in Foreign Languages and Literature (English and Russian) with a major in "Communication - Information." Thanks to her studies aimed at an in-depth knowledge of 5 languages, she was able to manage foreign relations and relationships, including in the institutional, political and corporate spheres, which naturally led her to specialize in business consulting, innovation and business services. In March 2005, she was appointed "Consultant for International Activities" to the Chief of Cabinet of the Minister of Communications in Rome. She was "Consultant for Institutional, Public and International Relations" to the President of the 17th City Hall of the Municipality of Rome. In 2006 she founded SIRO Consulting sole proprietorship thanks to a call dedicated to female entrepreneurship established by the Lazio Region. In 2018 was born SIRO Consulting srl (Social Intelligence & Reputation Online) a company strongly engaged in communication and digital issues, in particular Web Reputation for companies, individuals and institutions. Always looking with interest at the digital world, as a fundamental and unavoidable prerequisite for innovation and internationalization of SMEs, she has been interested in the field of web intelligence (national and international Osint open sources) as a primary tool for business referencing and analysis.

She has worked following development projects in Italy and abroad, international events for various institutions and clients, public and private. This also enabled her to obtain several association positions, for the development of "business culture." From 2011 to 2015 she was National Vice President of the "Gruppo Giovani Imprenditori Confcommercio" and National Delegate for Legality of the Young Entrepreneurs Confcommercio. Confcommercio is the most important Italian Association of entrepreneurs. From 2008 to 2019 she was President of the "Gruppo Giovani Imprenditori Confcommercio" of Arezzo and from 2009 to 2018 she was Tuscany Regional President of the "Giovani Imprenditori Confcommercio." From 2013 to 2018, she was a director on the board of the Arezzo Chamber of Commerce.

In November 2010, at the National Award for the best "Giovani Imprenditori Confcommercio" group, she received a "special mention" for her commitment to training activities aimed at

the growth of business culture. Since January 2019, she has been President of "Terziario Donna Confcommercio Roma" and sit on the Women's Entrepreneurship Coordination Table (CIF) of the Rome Chamber of Commerce. She has been National Vice President of Terziario Donna Confcommercio since May 2022. She has experience in issues related to the world of youth entrepreneurship, women entrepreneurship, women's violence, internationalization, sustainability, ESG and business innovation particularly in the digital sector. She is the author of publications on digital issues: Web Reputation, Litigation PR, communication, conscious use of the Web and the fight against cyberbullying. She studied and lived several years abroad and speaks and writes fluently in addition to Italian: English, French, Spanish, Russian, German and other minor languages.