

Mauro Forconi

Marketplace & Strategy Manager at Smartika Spa

W: <http://www.worky.com/mauro-forconi>

Web pioneer, first as an entrepreneur and then as a manager in web marketing, e-commerce and P2P lending. Deep understanding of how a virtual community aggregates. Skilled negotiator in complex business and corporate affairs.

Mauro Forconi's Professional Experience

- 2007 - Present **Smartika Spa (Zopa Italia) - Marketplace & Strategy Manager**
Defined the initial organizational structure selecting key team members and suppliers.
Designed the strategic lines for the launch.
Managed the design and development of new community services including secondary market.
Negotiated strategic agreements with financial counterparts. Responsible for the Customer Service and Business Intelligence.
- Key Skills Customer Service, Customer Service
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1999 - 2002 **Payland.com Spa - Founder and CEO**

One of the first virtual Italian communities, based on the Pay-to-Surf.
Conceived, founded and developed the company, which in two years time, reached the target of 123.000 registered users. Successfully closed capital increase with venture capital and private equity firms. Operationally involved in commercial development, advertising agreements and the e-commerce start up. Coordinated a team of 18 people in two offices in Milan and Ascoli Piceno. In July 2002 sold the company and the institutional investors sold all shares.

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Mauro Forconi's Education and Qualifications

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Università degli Studi di Perugia

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Liceo Scientifico

Mauro Forconi's Additional Information

Links

Company Website - <http://www.zopa.it>

Blog - <http://blog.zopa.it>

Linkedin Profile - <http://www.linkedin.com/in/mauroforconi>

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