



## Sarah Orlando

### PERSONAL DATA



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**Place and Date of Birth** Varese, 19/01/1981 | **Nationality** Italian

I hereby authorize the use of my personal details as per EU GDPR and PRC Personal Data Protection Regulations

*Sarah's areas of expertise include International Business Development, Cultural Diversity Management, Media/New Media, Creativity-driven Development. Before launching her own entrepreneurial project and before reaching the General Management position for a multinational group she has worked on assignments in Strategic Planning, Financial Planning & Controlling, Organization, Project Management*

*Before joining ORCOM C&A as Head of Beijing Office, and launching her own entrepreneurial project, BSide Design, of which Sarah is co-founder and General Manager, Sarah has worked for 5 years as General Manager and Member of the Board of Rizzoli China, a subsidiary of RCS MediaGroup SpA.*

*She has been Board Member of the Italian Chamber of Commerce in Beijing from September 2021 until March 2022. She lives in Beijing with her husband and two kids.*

### PROFESSIONAL EXPERIENCE

October 2019 - Present

#### Head of Beijing Office

##### Orcom C&A Advisors

Orcom C&A is a leading firm in providing added value business services around tax, legal and finance related issues to international firms operating and developing in Mainland China and Hong Kong. ([www.orcom-ca.com.cn](http://www.orcom-ca.com.cn))

- Senior Manager in charge of Beijing Branch
- Managing key clients (mostly Italian) and partnerships
- Managing a team of 10 people, daily work in Chinese and English

September 2017 - Present

#### Co-Founder & GM

##### BSide Design

B/Side Design is an organization based in Beijing developing and implementing strategies of urban and social impact in areas of socioeconomic transformation in China. Among the developed projects: a periodical publication on Creativity and Sustainable Development for ICCSD (Unesco Category 2 centre based in BJ), symposia and Workshops with Beijing Universities (among which Tsinghua University, BIFT), Festival and collaboration with Beijing Foundations on social entrepreneurship ([www.bside.design](http://www.bside.design))

- Project Business Modelling, feasibility study, market research and competitors analysis/market scenario
- Company set-up, fund raising, Business Planning, HR/ Admin&Finance/ Business Development and Strategic Partnerships
- Clients Management and Strategic Partnerships and Alliances



July 2012 – August 2017

### General Manager & Member of the Chinese Subsidiary Board of Directors

#### RCS Mediagroup SpA, Chinese Subsidiaries

RCS MediaGroup is an international multimedia publishing group that operates in daily newspapers, magazines and books, radio broadcasting, new media and digital and satellite TV. It is also one of the leading operators in the advertisement sales & distribution markets. RCS MediaGroup is one of the major European publishers at an international level.

Among my main responsibilities:

- Elaborate 3Year business plan and monitor the market environment and competitive scenario. Elaborate yearly Budget and Forecasts, and monthly reporting for group consolidating purpose (RCS is a public company). Responsible towards RCS MediaGroup General Manager for performance, Profit&Loss, People Management, Compliance. Responsible for elaborating Chinese Financial Statement and other tax duties.
- Responsible for managing HR, hiring, dismissing, employee processes and compliance, privacy, defining company incentive schemes within Group guidelines, training and team building
- Manage relationships with Governmental Officials and Publishing Partners for smooth cooperation and potential new projects
- Manage the publications' budgets, marketing and promotion plans, distribution, subscriptions, sales, and supervision of the editorial plans. Directly in charge of strategic Clients.
- Supervise special initiatives and events, spinoff tailored projects for China market (i.e. Italian Style magazine)
- Supervisor of Beijing International Design Week, co-founded by Rizzoli China.

November 2009 – May 2011

### Strategic Financial Planning & Organization Manager

#### Hall41 / Bradipo Travel Designer, Milan (Italy)

(International High-end Tour Operator with Mono-brand network of Subsidiaries, and its Participatory Holding and Clubdeal P/E company)

- Responsible for the Companies' Budgeting, developing business plans and industrial plans for the Group's Companies, with the support of two analysts for market research, competitor analysis, etc.
- Due diligence on M&A opportunities regarding Tour Operators or productive SME of the Made in Italy. In charge of Companies' analysis/ valuation for share purchase/ transfer
- Investors' relations, Communication to the BoD, Corporate Secretary for the holding, and in charge of the in-hous Legal department and IT department (implementing the home-developed/in-house managed business software)

October 2005 – September 2006

### Teaching Assistant

#### Bocconi University, Milan (Italy)

Professor: Guido Guerzoni / Arts&Media Management (Undergraduate course) / Museum Management (Master course)

## EDUCATION

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September 2004 – Sept. 2005

### Intensive Chinese Language Course (Mandarin)

Beijing Language and Culture University (Beijing, PRC)



September 1999 – May 2004

**Graduate Degree in Economics applied to Cultural Industries**

Bocconi University, Milan (Italy) Final mark 110/110

August– December 2002

**Exchange Semester, Master Program (MA) in Arts & Media**

Schulich School of Business, York University, Toronto (CA)

Cultural Policy/ Museum Management and Fundraising/ Consumer Behaviour/ Film Production and Distribution

July 1999

**High School Diploma in Scientific Studies**

Liceo Scientifico G.Ferraris, Varese, Italy. Final Mark: 99/100.

June 1995

**Diploma in Music Theory and Solfeggio**

Conservatorio G. Verdi, Academy of Music, Milan (Italy). Final Mark: 98/100.

**HONORS & AWARDS**

2014 - Present

**German Marshall Fund of the United States (GMF) – European Marshall Memorial Fellow – Fall 2014**

The Marshall Memorial Fellowship is a rigorous, intellectually challenging, transatlantic leadership development program designed to introduce fellows to political, economic and social circumstances across the Atlantic and to give them firsthand exposure to alternative approaches to contemporary issues.

<https://www.gmfus.org/marshall-memorial-fellowship>

2015 - Present

**Council for the United States and Italy – Young Leaders Program – Young Leader 2015**

Created in 1984, the Young Leaders Program is the Council's oldest and most regular program. Its main activity consists in conferences that bring together young people under 40 years of age (typically in their 30s) from all sectors – academia, business, government, media, nonprofit/nongovernmental – who have demonstrated a record of accomplishment, leadership qualities and potential for growth in their respective fields of activity to discuss a subject of common interest.

<https://consiusa.org/chi-siamo/>

**PERSONAL SKILLS**

**Languages**

Italian	native speaker
English	full professional proficiency
Chinese	professional working proficiency (Mandarin)
French	basic speaking knowledge, fluent reading and understanding
Spanish	basic speaking knowledge, fluent reading and understanding
German	basic                      Zertifikat Deutsch (Year 2001)

**FURTHER INFORMATION**

**Networks and Affiliations**

China Italy Chamber of Commerce  
September 2021 – March 2022: Member of the Board, Beijing

Bocconi Alumni Association  
May 2014 – December 2020: Chapter Leader, Bocconi Alumni Association Beijing

**Other Certifications and Acknowledgements**

Member of the Jury, Design Awards (BJDW 2019)  
Open Water Diver (PADI Certificate)