

## Curriculum Vitae

### Personal Information

Carolina Costabile

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### WORK EXPERIENCES

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- **08.2019 -** **PhD Research Scholar, Norwegian School of Economics, Bergen (Norway)**  
I am working at the Department of strategy and management. Research focus: Digital Platform Ecosystems
- **12.2015-07.2019** **B2B Marketing Manager, TIM spa, Rome (Italy)**  
Within the marketing department focused on ICT (SaaS) services, I worked to strengthen and develop TIM's platform ecosystem consisting of the company's cloud service marketplace and the developers' portal. Some of my tasks: content marketing, portfolio development, sales force training, testing applications and websites' functionalities, data analysis
- **03.2015-09.2015** **Marketing Intern, TIM spa, Rome (Italy)**  
I supported the launch of TIM's offer dedicated to schools (*KIT Scuola Digitale*) by elaborating the offer documentation. I also contributed to the improvement of TIM's marketplace through data analysis (e.g. Google Analytics), benchmarking and a customer satisfaction survey
- **10.2013-08.2014** **Consultant, Consuldream srl & then self-employed, Province of Naples (Italy)**  
Responsible for companies' quality & safety management system documentation (handbooks, procedures, process mapping and design, flowcharts) based upon international standards (e.g. UNI EN ISO 9001). I supported organizations in both internal and external audits. I also helped companies in getting a qualification as a service provider, in creating company presentations, and in organizing courses

### EDUCATION

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- **09.2014-09.2015** **Second Level Master in Smart Solutions Smart Communities, Scuola Superiore Sant'Anna, Pisa (Italy)**  
Management of IT advanced technologies and smart devices, Robotics and Biorobotics, Software Engineering and Telecommunication Engineering, with a special focus on the Energy and Health industries. Courses, exams, and thesis in English
- **02.2013-09.2013** **Postgraduate course in HR Management, Quality & Safety procedures in companies, Casartigiani Formazione & Ricerca, Naples (Italy)**  
Effective communication and interpersonal relationships, HR management, Safety & Quality procedures, business organization, screening CVs, interview simulation, Italian labor contract law
- **10.2011-07.2013** **Master's Degree in Business Economics and Management, Università degli Studi di Napoli Federico II, Naples (Italy)**  
  
Degree completed – 110/110 cum laude. Thesis in Management and Business Ethics entitled "Management and Strategies in Networks" with the aim of analyzing networks

in a multidisciplinary approach (Economics, Business and Management studies, Law)  
The thesis was based on literature review and a qualitative case study of a coral jewel manufacturing company

- **08.2012-12.2012**      **Universitetet i Agder, Kristiansand (Norway)**  
Exchange semester in Business Administration
  
- **09.2008-07.2011**      **Bachelor's Degree in Business Economics, Università degli Studi di Napoli Federico II, Naples (Italy)**  
Degree completed – 110/110 cum laude. Thesis in Regional Economics entitled “Infrastructure and Regional Development” with the aim of demonstrating the importance of maritime infrastructure in the development and competitiveness of a nation. The thesis made use of data from statistics databases

#### **LANGUAGES**

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Italian

English

Norwegian