## LORENZO MARCHETTI

# Via Santa Lucia 6/I ■ Imola (BO) 40026 ■ lorenzo.marchetti@everbridge.com ■ +393338862078

### **EDUCATION**

Johns Hopkins University School of Advanced International Studies (SAIS) Master of Arts in International Affairs Bologna, Italy May, 2021

• Courses: Microeconomics, Statistics, Risk in Intl Pol & Econ, EU Law & Institutions, Macroeconomics

## **George Washington University**

**Washington D.C. USA** 

Bachelor of Arts in International Affairs, summa cum laude

May, 2019

- Concentrations: Conflict Resolution and International Politics (regional foci in Middle East and EU)
- Honors: Elliott School Special Honors Graduate, Dean's List (x2), GW Presidential Scholarship
- Courses: International Law, American Policy, Counterterrorism Policy, European Union

## **EXPERIENCE**

# **Everbridge Public Affairs and Government Relations Manager**

Imola, Italy March 2021 - Present

- Became the EU regulatory focal point by developing 12 regulatory briefs yearly on the Sustainable and Digital agenda of the EU to further the EVBG "Tech for Good" strategy
- Shape the external policy environment across key target countries, starting from EMEA and gradually expanding to all international regions (EMEA, APAC, LATAM) to support the growth of our Public Safety and CEM businesses, resulting in an increase in sales to governments by 35%
- Supported the positioning of the company on the ESG+R international agenda by developing new thought leadership (6 articles/white papers) about the role of EVBG tech for climate adaptation and disaster risk reduction
- Became a member of the ESG+R group with compliance responsibilities regarding Environment and EU Sustainability Regulations such as the CSRD (2023)
- Facilitated Everbridge partnerships with international organizations such as ITU (Sector D member), UNDRR ARISE & World Climate Foundation to support the creation of an EVBG international resilience ecosystem
- Led Everbridge in negotiations with the Italian Government (Civil Protection) that led to the implementation of IT-Alert and compliance with the EU Directive 1972/2018
- Managed three PR Agencies in Europe: Ascendant (UK), Meiji (France), PRCOM (Germany), increasing EVB Gmedia presence in Europe by 90% Y/Y 2022/2023
- Represented EVBG in influential international gatherings such as COP 26 (WCS); COP 27 (WCS), the
  UNDRR Global Platform & UNDRR Regional (Uruguay) Platform, and at the HLM in New York aimed at
  furthering the role of technology, and the private sector in support of the Sendai Framework on digital
  infrastructure, public safety & disaster risk reduction

## **Imola City Council Twinning Commission Secretary General**

Bologna, Italy

**November 2021 - Present** 

- Relaunched the commission activities to improve relations with the twin cities: Colchester, UK, Gennevillers, France, Pula, Croatia and Weinheim, Germany
- Assisted the Mayor of Imola in the coordination of the EU ERCC which helped the local civil protection by bringing in international civil protection from France, Slovenia, Belgium, and Slovakia during the Emilia-Romagna flooding of May 2023
- Led the visit to Colchester, UK, to promote the agricultural know-how of Imola resulting in increased agricultural commerce by 5%
- Drafted the EU Funded project (CEVIS) between Imola and the twin cities in support of European Values for a budget of 35-50K€ in 2024

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## Johns Hopkins School of Advanced International Studies in Europe **Board of Advisors**

Bologna, Italy

Junior Member May 2021 - Present

- Led University relations with local, regional, and national companies and organizations to increase opportunities for students (+20 internships provided)
- Organized the university's first conference in Italian with guest Ilaria Capua to speak on Circular Health which brought in 200+ guests, including Romano Prodi and Mario Monti (former Italian PMs), and attracted new donors such as CEFLA
- Supported the community engagement strategy derived from the 100M € of James Anderson by advocating the need of accommodations for both local and international students to mitigate social tensions locally

# **Center for Constitutional Studies and Democratic Development Communication Manager & Assistant to the Director**

Bologna, Italy June 2020 - Present

- Launched an innovative communication strategy around social media that doubled viewers' engagement of the Center on the website, LinkedIn, Facebook, and Instagram
- Assisted the Director in grant writing and editing articles for academic journals which led to the Center receiving 12K in funding
- Researched the use of military contractors on vessels by European countries for academic publication

# Osservatorio Private Equity e Finanza per la Crescita **Research Assistant**

Milano, Italy

**June 2019 – August 2019** 

- Analyzed the investment policies of Italian companies and investment funds to maintain an accurate understanding of the Italian financial market for Private Equity and Merger & Acquisition portfolios
- Negotiated with law firms and the Osservatorio's sponsors to release data certification documents regarding M&A and Private Equity deals to improve the quality of transaction entries within Ossevatorio's database
- Collected end entered data on 203 M&A and Private Equity negotiations into the organization's database and revised over 800 market deals to forecast the financial trends of the PE and M&A markets in Italy

# **European Union Diplomatic Mission to the US Trade and Agriculture Trainee**

Washington, DC, USA **January 2018 – June 2018** 

- Prepared reports for the Ambassador's missions to US states, detailing trade data between the EU and the US states of interest (Texas, Arkansas, South Dakota, Wyoming)
- Drafted pertinent summaries of the National Trade Estimates Report, the CFIUS Reform (with focus on dual-use technology), and the 2018 Farm Bill to analyze the US's trade stance related to the EU
- Researched and assessed the trade and political impact of the US's import tariffs for steel and aluminum on US states and EU member states, which the Ambassador referenced in writing to the US President

## 2020 A Year Without War Italia

Imola, Italy July 2016 - Present

# President, Chairman of the Board & Founder of Italian Chapter

- Designed the organization's strategic annual plan and managed donation revenue from sponsors and donors, resulting in increased revenues by 30% Y/Y
- Researched and compiled information on current military spending worldwide to assess its impact on the global economy in order to draft a Resolution presented at the United Nations in September 2016
- Led delegation of 2020 AYWW at the International Day of Peace Student Observance at the United Nations (2016) and headed a delegation at the World Summit of Nobel Peace Laureates 2017 in Bogotá

## **ADDITIONAL INFORMATION**

Languages: Italian (Native), English (Fluent), Spanish (Advanced), Arabic (Novice High) Microsoft Office, Mail Chimp, WordPress, STATA, Google Suite, ASANA **Technical Skills:** SGA President SAIS Europe, President European Horizons SAIS Europe **Leadership:**