



## Ms. Elisa Sermini, franchise consultant (franchise-net Italy)



Elisa Sermini

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e-mail: [sermini@franchise-net.it](mailto:sermini@franchise-net.it)URL: [www.franchise-net.it](http://www.franchise-net.it)**Profession:**

since 2004 Country Manager franchise-net Italia

2003 — 2004 Collaborator for the Health Care Communication Laboratory of Swiss Italian University (Lugano / Switzerland)

2002 Direction Assistant for the Cantonal Direction of Ticino Hospitals (“Ente Ospedaliero Cantonale”) (Bellinzona / Switzerland)

1998 Sales Assistant for an information technology school

**Education :**

2005 Spanish language course

2004 Doctoral course on “Methodology of Research in Social Sciences”

1999 - 2004 License in Sciences of Communication, specialization in “Mass communication and new media” – Swiss Italian University (Lugano / Switzerland)

1994 - 1999 Linguistic high school (Varese / Italy)

**Qualification:****Advertisement****Fairs**

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03.09 - 05.09 2009,  
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[Mr. Thomas von Hessert, franchise consultant \(franchise-net Argentina\)](#)

[Mr. Reinhard Wingral, franchise consultant \(Germany\)](#)

[Mr. Andreas Blaurock, franchise consultant \(franchise-net Bulgaria\)](#)

- Event manager
- Organization of stands with co-exhibitors in the main franchise expos in Italy and Switzerland
- Articles and press releases editing about franchising and entrepreneurship
- Consultancy for franchisors and franchisee
- Sales responsible
- Assistance in the development of a master franchising
- Creation of partnerships and strategic alliances

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