



UNIVERSITÀ
DEGLI STUDI
DI PALERMO



Alta Scuola



Alberto Carlino

Alberto Carlino is a Sociologist Economist, an expert in international marketing.

After obtaining a Master of Arts in International Marketing from the University of Wales, he engaged in the marketing management for various companies, including in the field of International Hospitality and food & beverage industry for over 10 years.

He has held many lectures and seminars at Universities, both Italian and American including some in : Catania in Italy, Palermo in Italy, Lynn University in Boca Raton Florida USA where he has explained and illustrated international Marketing and Positioning Strategies.

He is part of the Scientific Board for the Master's Degree Program in hospitality Management, Food & Beverage at the University of Palermo and Florida International University(FIU) in Miami.

He is a published Author, entitled: "International Marketing and positioning strategies" (published by F. Angeli Milan Editor).

In recent years he has Managed several hotels in the Leading Hotels of the World , a Luxury segment chain, and Hilton. Also, he has managed companies in the Alcoholic Beverage sector, such as the well established companyAverna Group, establishing the specializing in the preparation of strategic marketing plans and implementing operations .

The competition puts companies on the edge, when they are structured and organized , the marketing plan is an indispensable tool for proper and successful management of the company's performance and as an important tool for effective planning.