How did you start your career?  
I started my career in the tourism sector with an internship at Centri Turistici Montani SA, a regional company active in the management of mountain resorts in Ticino. In particular, I worked on a feasibility study for a network of ski resort in Ticino.

Why did you choose a career at Ticino Turismo?  
I am convinced that there is great potential for tourism in the Canton Ticino, and at the same time I am attracted by the demanding and stimulating challenges that this profession offers.

What is your current role/duties?  
Since 2012 I have been in charge of coordinating and managing Ticino Turismo (renamed Agenzia turistica ticinese in 2015), which is focused mainly on destination marketing activities.

In your opinion, what are the qualities necessary for a successful career at Ticino Turismo?  
Expertise, creativity and passion for tourism.

What are USI’s positive features and qualities?  
Its high-quality education and training, and the direct contact with professors.

What competences and/or skills acquired in your USI Study Program have been useful/are useful to your professional career?  
Besides having acquired solid fundamentals in Economics, the specialisation programme (Master in International Tourism) was indeed essential, and in my case made the difference.

What is your advice to USI students entering the job market?  
Never lose sight of your professional goals, be flexible and never stop learning. Career path do not always follow a straight line…

Working @ Ticino Turismo?  
http://www.ticino.ch
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