

+ PROFESSIONAL SUMMARY

Transformation & Change-focused professional working on complex products and technologies within cross-functional organizational environments.

I partner with cross-functional stakeholders to enable adoption, align teams and translate complexity into operational systems that support real-world execution.

My career evolved from technical product communication into leading cross-functional alignment and supporting large-scale product launches and digital platforms across global organizations, including FCA/Stellantis brands (Jeep, Alfa Romeo, Fiat).

I specialize in reducing organizational ambiguity, improving effectiveness and enabling the successful deployment of complex systems across markets.

+ PROFESSIONAL EXPERIENCE

■ **STRATTA&ASSOCIATI** — Turin, Italy (2014 - present)
Design for Enablement of Complex Products | Cross-functional Alignment

□ ROLE

Working at the **intersection of engineering, product and commercial teams** within large automotive environments (**FCA/Stellantis, Jeep, Alfa Romeo, Fiat Professional, Kia Europe**).

Focused on translating **complex technical systems** into **operationally usable knowledge structures** supporting product launches and **multi-market deployment**.

□ KEY CONTRIBUTIONS

- Enabled understanding and adoption of complex products by translating engineering data into operationally usable knowledge.
- Worked across engineering, product and commercial teams to align understanding and ensure operational usability.
- Supported product launches by enabling organizational readiness and translating engineering knowledge into deployable enablement systems.
- Designed operational enablement architectures working under strict constraints (NDA environments, pre-launch phases, limited product availability).
- Reduced ambiguity between technical and commercial functions by translating engineering language into usable operational structures.

□ SELECTED PROJECTS

- **Alfa Romeo Giulia – product launch training under extreme NDA constraints** Dealer training system. developed before public reveal, using controlled design sketches to enable product understanding while maintaining full confidentiality.
- **Jeep 4xe – Technical launch enablement during lockdown.** Interactive technical system developed from full CAD data to enable dealer training without physical vehicle availability during COVID lockdown.
- **FCA Customer Experience Platform – Project recovery and deployment.** Redefinition of scope and deployment structure for a complex software platform previously stalled due to excessive customization and governance instability.



SIMONETTI STUDIO — Turin, Italy (2008 – 2014)

Art Director / Client Interface

Worked on **integrated communication and editorial projects** for major Italian organizations, including **public utilities and municipal services**.

The role combined **art direction, project development and client coordination**, acting as a bridge between **creative teams and institutional stakeholders**.

Operated within **complex institutional environments**, translating **technical and regulatory information** into clear communication for **public institutions, regulatory bodies and the general public**, while navigating **multi-stakeholder governance contexts**.

KEY CONTRIBUTIONS

- Led art direction and visual concept development for print campaigns and editorial projects, including collaborations with La Stampa publishing group.
- Managed client relationships and project coordination, ensuring alignment between creative direction, stakeholder expectations and communication objectives.
- Contributed to confidential development projects for Ferrero's executive leadership, supporting early-stage communication concepts under strict NDA constraints.
- Developed content-driven visual communication, strengthening the connection between message structure and design execution.
- Produced communication for public utilities and environmental services, translating technical and regulatory information for institutions, regulators and the general public.

INDEPENDENT DESIGN STUDIOS — Turin, Italy (2000 – 2008)

Graphic Designer / Art Director

Worked across several design and communication studios, delivering editorial, retail and corporate communication projects for clients including L'Oréal, Coop, Sanpaolo banking group and regional public institutions.

KEY CONTRIBUTIONS

- Developed content-driven visual communication, ensuring that complex or technical information remained clear, structured and accessible to broad audiences.
- Contributed to retail and point-of-sale communication projects for major consumer brands, particularly within the L'Oréal ecosystem.
- Worked on institutional and public communication campaigns, including initiatives for regional authorities and civil protection services, translating technical and safety-related information for the general public.
- Supported communication projects for corporate and retail environments, including product launches, commercial initiatives and large retail infrastructures.

STRATTA & ASSOCIATI — Turin, Italy (1998 – 2000)

Graphic Designer / Art Direction (Early Career)

Worked on **technical product communication** for automotive brands including **Fiat, Alfa Romeo and Lancia**, contributing to early efforts to **modernize the language of product and training materials**.

Collaborated with **engineering teams and Alfa Romeo Centro Stile designers**, gaining direct exposure to **vehicle design development processes**, including access to early design material such as the **Alfa Romeo 146 maquette**.

This experience established the foundations of a career focused on **translating complex technical systems into understandable operational knowledge**.



Valentina Longo Faussone | Complex Systems Enablement

Turin, Italy | Remote / Hybrid (EU) | Available for business travel

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+ SKILLS

■ CORE COMPETENCIES

- Complex Product Enablement
- Cross-Functional Alignment (Engineering - Product - Commercial teams)
- Technical Information Structuring
- Engineering → Business Translation
- Operational Readiness for Product Launches
- Multi-Market Deployment Support
- Stakeholder Coordination in Complex Environments
- Governance & Constraints Navigation
- Content-Driven Communication Architecture
- Information Design

+ INDUSTRIES & DOMAINS

- Automotive (Fiat, Alfa Romeo, Jeep, Citroën)
- Industrial & Manufacturing Systems
- Public Sector & Municipal Services
- Environmental Services & Sustainability
- Publishing & Media
- Retail & FMCG
- Banking & Financial Services

+ EDUCATION & PROFESSIONAL DEVELOPMENT

■ Learning Experience Design Specialization

University of Michigan — Coursera, 2025

■ Business, Communication & Marketing Programs

Wharton School, University of Pennsylvania — Coursera, 2015–2019

■ Design & Visual Communication Background

Training in fashion, illustration, photography and visual communication, including programs at:

- International School of Comics (Turin)
- John Kaverdash School (Milan)
- International Center of Photography (New York)
- Central Saint Martins (London)
- Banciotto Institute of Fashion Design (Turin)

■ Scientific High School Diploma

Liceo Scientifico Piero Gobetti — Turin, 1994



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