

FILIPPO

MARCO

Filippo Pancani, Network Director and Marco Bugliani, Marketing Manager.

The first one, has joined Ali in 2001, the second one, in 2016.

Two different professional stories that intertwine. Let's get to know them...

F. It's been 16 years since I read on a magazine that Ali was looking for a Commercial Assistant. After a Master in Human Resource Management, I was an intern in a competitor employment agency. I was on fire and I wanted to find a company that could offer me the possibility to express my potential after an accurate education. I applied to that vacancy, and now I am the Network Director.

Tell us about the first time you met Ali, how did you feel?

F. During my first interview I realized Ali was The Right Company: they care for young people, they want them to succeed and have a clear career path. My sensation has been confirmed during the path we have started together.

M. Joining Ali was a personal and human challenge for me, a change in my life that I needed to undertake. I fell in love with marketing since my studies at the university, and I grew up professionally in a multinational reality, where I worked both at national and international level. After 12 years I wanted to challenge myself and Ali is giving me this opportunity.

M. I was impressed by the spirit and the atmosphere I immediately breathed in Ali: there's ferment and willingness to act, but people's origin and their human dimension is always the first thought.

What does your role mean in Ali?

F. I feel extremely proud to be the Network Director in a Company that has grown with me and that I feel like it's mine.

M. There are great expectations, on every level, but that's what I like about it. I would like to bring the values of a big multinational into a big Italian Company: the extreme rationality that meets the flair, the sartoriality of the service and the Italian flexibility.

How can historical significance and innovation coexist in a developing Company?

F. During these years, the values of Ali have never changed: passion, integrity and social identity. These same values made us able to be who we are and to be strongly optimistic about the future.

M. During my first years in Ali, I listened and I spoke to different people. To sketch out a great marketing strategy and offer one's value, one must understand the history of his Company, its roots and its contest: innovation alone is not enough.

How do you see the future for Ali?

F. The future of a Company depends on the people inside it. I think that our dedication, attention to the client, quality and know-how stand out.

M. My key words for the future are transparency, sharing and cooperation. In the past, those who have worked in Ali have done a great job, so there are excellent basis to build the future. There are many projects and many ideas, our future will be exciting!