



Martha Fabbri

Curriculum Vitae as of August 2014

MAIN PROFESSIONAL EXPERIENCE

- Head of Maths and Science Branch**
MONDADORI EDUCATION (MILANO)
Since January 2012
- EDITORIAL MANAGEMENT
We design and produce new multimedia titles and new editions, both original and in translation, aimed at intermediate and high school. The branch relies on several outsourced teams and collaborators. I report to the editorial director and I collaborate with Marketing, Sales, Legal.
- Teacher of Book Publishing**
SISSA ISAS (TRIESTE)
Since November 2003
- POST GRADUATE TEACHING, TUTORING
I teach a seminar offered by the School in Science communication, at the Sissa – International School for Advanced Studies, Trieste.
- Foreign Rights Manager**
SIRONI EDITORE, ALPHA TEST SRL (MILANO)
April 2008 – December 2011
- B2B MARKETING AND SALES
I envisioned and built the international network of the publishing house from scratch. I designed the foreign rights marketing strategy, procedures, contract models. I curated information material and newsletters. I managed the attendance at the main national and international fairs.
- Non Fiction Executive Editor**
SIRONI EDITORE, ALPHA TEST SRL (MILANO)
June 2002 – December 2011
- EDITING, CONTENT DESIGN, SOCIAL WEB MARKETING, TRANSLATION
I took care of every step in the publishing process, including commissioning, author and contracts management. I wrote covers, commercial material, web material. I collaborated with Marketing, PR, Sales (PDI). In Fall 2008 a series of quiz books I edited became early iPhone apps. Since January 2009 I managed “La mucca di Schrödinger”, the first Italian experiment of cultural marketing on Facebook.
- Head of Exhibitors and Bookshop**
FIEST, INTERNATIONAL SCIENCE MEDIA FAIR (TRIESTE)
October 2007 – April 2008
- ACCOUNT MANAGEMENT, EVENT MARKETING
The challenge was recruiting enough publishing exhibitors to build the fair's exhibition: I did, managed their presence at the fair, and for most sales topped those at the Torino Book Fair. I managed the riotous group of booksellers from Trieste that organised the fair's bookshop.
- Maths and Physics Teacher**
ALPHA TEST SRL (MILANO)
July 2000 – March 2008
- UNDERGRADUATE TEACHING, WRITING
Teaching of maths and physics intensive courses, aimed at classes up to 200 students. Authoring of textbooks and presentation material.
- Scientific Editor**
ALPHA TEST SRL (MILANO)
July 2000 – June 2002
- OFFICE COORDINATION, CONTENT MANAGEMENT
Coordination of the scientific editorial office, content management (www.testonline.it), copyediting, authoring, layout.

PROFESSIONAL TRAINING AND OTHER QUALIFICATIONS

Founder Member SWIM, SCIENCE WRITERS IN ITALY Since December 2010	NETWORKING The association promotes cooperation and debate within the science writing professional community and with the scientific community.
Fellow FRANKFURT BOOK FAIR (GERMANY) October 2009	PROFESSIONAL TRAINING, INTERNATIONAL NETWORKING I was selected to attend a programme focused on information exchange, professional dialogue, and the creation of networks between young international publishers.
Student STANFORD PROFESSIONAL PUBLISHING COURSE, STANFORD UNIVERSITY (USA) July 2008	PROFESSIONAL TRAINING, INTERNATIONAL NETWORKING At the time the course, later moved to Yale, was taught by industry leaders and faculty from Stanford. It offered a practical curriculum on the shift towards digital in publishing, and provided a worldwide network. There I had my earliest glimpse at how to use social networks in a professional environment.
Attendee AIE, ITALIAN PUBLISHERS ASSOCIATION (MILAN) June 2008	PROFESSIONAL TRAINING Course: An introduction to foreign rights.
Attendee ITALIAN CHEMISTRY SOCIETY (LUGLIA) January 2000	PROFESSIONAL TRAINING Third School of chemistry for the safeguard of cultural heritage. Focus on the writing material (papyrus, parchment, paper).
Certificate UNIVERSITY OF CAMBRIDGE June 1998	Certificate of proficiency in English.
Student representative PHYSICS FACULTY COUNCIL, UNIVERSITY OF PISA November 1994 – October 1996	
Student representative SCHOOL COUNCIL, IMC, LORENZINI November 1991 – June 1993	

EDUCATION

PhD Student, International History UNIVERSITÀ DEGLI STUDI DI MILANO a.y. 2004-2005	I won the grant but felt best to leave the course one year later, after having realised that doing any serious research was impossible in that environment.
Master in Science Communication SCHOOL IN SCIENCE COMMUNICATION, SISSA (TRIESTE) a.y. 2002-2003	<i>Grade: 30/30 cum laude.</i> Thesis: "Sadi Carnot and the birth of thermodynamics. Sketches for a novel".
Bachelor's Degree in Physics UNIVERSITÀ DI PISA a.y. 1998-1999	<i>Grade: 110/110 (the Italian title "laurea del vecchio ordinamento" is equivalent to a Bachelor's degree plus one year research programme, or to a Bachelor's plus Master's).</i>
Diploma di Liceo scientifico IMC, LORENZINI (PISTA) 1993	<i>Grade: 60/60.</i>

Martha Fabbri – CV as of August 2014

SKILLS AND COMPETENCIES

Foreign languages	Italian: mother tongue. English: excellent, both written and oral. I know French at a school level. I began studying Portuguese .
Computer and web	PC and Mac. Adobe Suite (Acrobat, Photoshop, Illustrator, InDesign). Microsoft Office (Word, Excel, Power Point). ContactLab, FileMaker, FrameMaker, LaTeX, Facebook, Twitter, Tumblr. Google apps.
More	Physics taught me about quantity, models, and resilience. I tend to reach over my comfort threshold, tickled by curiosity and challenges. Publishing taught me about detail, process, and targets. I thrive on experiments, better when in a team environment. Teaching strengthened my inclination for interpersonal communication and sense of community. I have learnt to handle stress, large audiences, long hours, and my mistakes. I am a dependable colleague, a loyal friend, an impertinent learner, a keen listener. I have a passion for my family, trekking, design, and infographics.

SELECTED PUBLICATIONS**Translations from the English language**

- Ira Hauptman, *Partition*, BookRepublic, Milano 2014. A play.
- Jim Ottaviani, *Un pensiero abbagliante. Niels Bohr e la fisica dei quanti*, Sironi, Milan 2007. A graphic novel.
- Dan Lloyd, *Radiant Cool. Lo strano caso della mente umana*, Sironi, Milan 2006 (with Massimiliano Pagani). A novel and a philosophical essay.
- Jeremy Bernstein, *Il Club dell'uranio di Hitler. I fisici tedeschi nelle registrazioni segrete di Farm Hall*, Sironi, Milan 2005 (with Alessia Fabbri). History of Physics.

Academic

- Martha Fabbri, "Il ruolo delle pubblicazioni scientifiche nella comunicazione della scienza", *Journ* 6 (1), March 2007.
- M. Fabbri, M. Picollo, S. Porcinai, M. Bacci, "Mid-Infrared fiber optics reflectance spectroscopy: a non-invasive technique for remote analysis of painted layers. Part I - Technical set up", *Appl. Spectrosc.* 55 (2001).
- M. Fabbri, M. Picollo, S. Porcinai, M. Bacci, "Mid-Infrared fiber optics reflectance spectroscopy: a non-invasive technique for remote analysis of painted layers. Part II - Statistical analysis of spectra", *Appl. Spectrosc.* 55 (2001).
- M. Bacci, M. Fabbri, M. Picollo, S. Porcinai, "Non-invasive fibre optic Fourier transform-infrared reflectance spectroscopy on painted layers – Identification of materials by means of principal component analysis and Mahalanobis distance", *Analytica Chimica Acta* 446 (2001) 15-21.
- Mauro Bacci, Martha Fabbri, Marcello Picollo, Simone Porcinai, "Prospettive di utilizzo di fibre ottiche nel medio IR per indagini non distruttive su dipinti", in *Atti del I congresso nazionale di archeometria, Verona, 2-4 dicembre 1999*, Patron Editore, Bologna 2000.
- Mauro Bacci, Martha Fabbri, Marcello Picollo, Simone Porcinai, Bruno Radicati, "A new methodology for non-destructive mid-infrared investigation of paintings", *Proceedings of the 2nd International Congress on "Science and technology for the safeguard of cultural heritage in the mediterranean basin"*, Elsevier, Paris, 2000, 423-25.

Selected textbooks

- Martha Fabbri, *FisicTest*, Alpha Test, Milano 2013.
- Martha Fabbri, *Fisica 3*, Alpha Test, Milano 2004.

Autorizzo il trattamento dei miei dati personali ai sensi del D.Lgs 196/03.
Cassino 17° Adda, 27 August 2014

