



# TANIA BIANCHI

## INTERNATIONAL EXPERT IN COMMUNICATION

**INTERNATIONAL EXPERT IN COMMUNICATION,  
MARKETING, TELEMARKETING, SALES TECHNIQUES,  
MOTIVATION AND PERSONAL EMPOWERMENT,  
FOR OVER 25 YEARS.**

### **BILINGUAL**

Of Italian origins, she lives in England.

In 1995, she was awarded  
The Professional Certificate in **Management**,  
with emphasis on **Marketing, Data Management,  
Market Research, Customer Service**  
and **Client Relations**  
and in 2014, the Bachelor of Science (Honours)  
in Psychology, with emphasis  
on **Biological Psychology: exploring mind,  
consciousness, neurology and brain,  
Cognitive Psychology, Behavioural Psychology,  
Child Development, Social Psychology**  
and **Counselling**.

Her working career started in **Sales**.  
It then covered a wide range of experience  
and consultancies in commerce, tourism and industry  
as well as high-level **Public Relations**,  
such as P.A. of the lyrics writer "Mogol"  
(the Italian Tim Rice) in Milan and marketing account  
for the Felliniesque "Il Grand Hotel di Rimini".

She is now

**CORPORATE TRAINER  
BUSINESS CONSULTANT  
PERSONAL COACH  
OF MANAGERS AND ENTREPRENEURS  
PUBLIC SPEAKER AT CONVENTIONS  
GUEST AT RADIO AND TV PROGRAMMES**

**IN OVER 25 YEARS**, she has:

**TRAINED MORE THAN 6,000  
EMPLOYEES AND MANAGERS**

of renowned commercial companies,  
small and medium-sized businesses,  
non-profit organisations  
and multinational corporations  
such as:

**FIAT and Lancia**  
**Divani & Divani - Natuzzi Group**  
(the most recognized furniture brand in the world  
among consumers of luxury goods)  
**The Charming Hotels & Resorts of The World**  
**Technogym - The Wellness Company**  
(the international developer and manufacturer  
of fitness and sports training equipment)  
**Soennecken**  
(the historic German office products supplier)  
**Figurella** (the biggest international weight-loss-system  
organisation for natural body toning and shaping)  
**Tour Operators, travel agencies, hotels**  
**call centres, software distributors,**  
**cooperatives and banks.**

SOCIAL MEDIA



WEBSITE



EMAIL



FACEBOOK



YOUTUBE



TWITTER



LINKEDIN



# TANIA BIANCHI

## INTERNATIONAL EXPERT IN COMMUNICATION

### TAUGHT IN NATIONAL HIGH SCHOOLS AND ACCREDITED TRAINING INSTITUTES

on communication, direct marketing, telemarketing, sales techniques, customer service, corporate strategies, creativity, motivation, personal effectiveness, human potential and organizational development.

In 2012 and 2013, she was appointed as **Personal Consultant of the President and General Manager**

--- regarding communication and strategic decisions and **Trainer for the Board of Directors of CAD Cooperativa Sociale O.N.L.U.S.**, one of the nation's top Charities in Italy (a non-profit organization with more than 800 workers), which has been serving the elderly, disadvantaged minors and people with intellectual or physical disabilities, since 1976.

For over 15 years, Member of CIM **"THE CHARTERED INSTITUTE OF MARKETING"** (the world's largest professional body of marketing practitioners), she is now also Member (MBPsS) of BPS **"THE BRITISH PSYCHOLOGICAL SOCIETY"** (a centennial institution, among the most authoritative in the world).

In 2002, she was recognized as **Licensed Master Practitioner of NLP** in London by **Richard Bandler** (the co-creator of Neuro-Linguistic Programming).

TANIA BIANCHI AS SEEN ON:



### Member of ICAA

the **"International Crime Analysis Association"**, with Forensic Professionals, Research & Training Divisions and Interventions Teams, in 2010 and 2011, she was **Chief Editor of "Crime Network Reporter"** for the production of Journals, radio and TV programmes focussing on criminological issues and perspectives.

### HER PERSONAL TRAINING

is with the best internationally-renowned experts in communication and the development of human potential such as:

**Robert Cialdini**, a world authority in behavioural psychology  
**Richard Bandler and John Grinder**, co-creators of NLP  
**Deepak Chopra**, M.D. leader in the field of "mind-body" balance, Ayurveda and meditation  
**Paul McKenna**, hypnotist, coach for actors and sports champions  
**Ross Jeffries**, creator of the original Speed Seduction system  
**Roger Callahan**, creator of "TFT" (Thought Field Therapy)  
**John Gray**, relationship expert, best selling author of "Men are from Mars, Women are from Venus"  
**Robert and Kim Kiyosaki**, financial gurus, best selling authors of "Rich Dad, Poor Dad" and "Rich Woman"  
**T. Harv Eker**, best selling author of "Secrets of the Millionaire Mind"  
**Joseph McLendon III**, coach and expert authority on leadership  
**Anthony Robbins**, a world-acclaimed trainer for presidents, politicians, royals and olympic athletes  
**Brian Tracy**, a world leader in sales and personal effectiveness  
**Jay Abraham**, the world's preminent business growth expert.



# TANIA BIANCHI

## INTERNATIONAL EXPERT IN COMMUNICATION

She is

**AUTHOR OF BOOKS, ARTICLES  
AND AUDIO-VIDEO  
TRAINING PROGRAMMES**

such as:

**THE MANUAL OF TELEMARKETING**  
common sense telemarketing  
secrets and practical tips  
for \$uccess on the phone

**THE MANUAL OF PRESS RELEASES**  
secrets and advice from professionals:  
how to write and distribute  
press releases with \$uccess

**THE MARK ANTONY EFFECT© alias "The M Effect":**  
a powerful public-speaking technique  
the secrets of the greatest orators  
(a video training programme)

**EXPERT IN SEX EDUCATION  
AND SEXUALITY COUNSELLOR**

From 2002 to 2006, studied Clinical Sexology,  
Sexual Health and Sex Education  
at the A.I.S.P.A School, of the Italian Association of  
Sexology and Applied Psychology  
"San Carlo Borromeo Hospital" in Milan.

Member of A.I.S.P.A. and A.S.I.  
"The Italian Association of Sexologists",  
since 2010, she is on the Professional Register  
of the "Italian Federation of Scientific Sexology".

In 2007, studied as **Assistant Director  
and Screenwriter** at "The Academy of Film  
and TV Directing and Production" of Roberto De  
Laurentiis, Gabriele Andreoli & Stefano Jurgens.

Since 2011, a **third-level Idrosommelier**,  
Honorary Member of the  
"Mineral Water Taster Association".

**PHILANTHROPIST**

Founder and supporter of non-profit associations  
for solidarity and charitable missions.

In 2011, she **co-founded**  
**the non-profit Cultural and Social Promotion  
Association "ANIMA ETICA"** promoting  
**ETHICS IN COMMUNICATION IN THE WORLD**

and in 2014, she went as a **Reporter**  
on a two-month, humanitarian expedition  
in the **Amazon** for "**MISSION BRAZIL**".

**HER INTERVIEWS APPEAR**

on the **media press** of:  
RCS MediaGroup newspapers and periodicals,  
Hearst Magazines (Cosmopolitan), Condé Nast  
(Vanity Fair), Arnoldo Mondadori Editore  
and Gruppo Editoriale L'Espresso  
and **broadcasters** such as:  
BBC World, RAI, Mediaset, Deutsche Welle World,  
SKY and Discovery Real Time.

**WOULD YOU LIKE A TRAINING COURSE,  
A CONSULTATION, AN INTERVIEW...  
WITH TANIA BIANCHI?**

WRITE TO: [info@taniabianchi.com](mailto:info@taniabianchi.com)



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