



## **Roberta Larocca**

Directora

+34 616 791 182

roberta@allegro234.net

I belong to the mid '60's generation, whose reputation is said to be an explosive blend of creativity and vanguard.

Over those years my business background was nurtured in the classrooms of argentine institutions like the University of Buenos Aires (UBA) and the IAE-Universidad Austral. I graduated and began working at a very early age.

I developed my management and leadership experience during 7 years in an industrial family business in Argentina during the '90s; with all the teachings and legacy those years meant for the ones making strategic, financial and operative decisions on a daily basis.

During the following 7 years I worked for academic institutions like the University of San Andrés and the IAE, Universidad Austral (Argentina)

- In the former, leading and running the day-to-day management of the institution
- In the latter, designing and implementing the strategic and marketing plan of the MBA Program

What are my strengths since those years?

- Forecast skills, the ability of diagnosing complex situations and developing creative action plans aimed at overcoming reality and leading in complex scenarios.
- A robust entrepreneurship spirit, plenty of start-up oriented energy and executive capacity.

When I felt that my first professional cycle was coming to an end, I crossed the Atlantic looking for new emotions and challenges. I got enthusiastic with family businesses again, ...with two of them simultaneously: Allegro 234 and my first child. Both are growing together.