



Rossella Carrara

DIRECTOR EXTERNAL COMMUNICATION
AND PUBLIC AFFAIRS



Rossella Carrara has over 25 years of experience in Communication and Public Affairs as a strategic consultant supporting multinational companies in various sectors. Before joining Saipem, she held the position of Vice President Corporate Relations and Sustainability of the Costa Group, European leader in the cruise sector and part of the US company Carnival Corporation, for which she managed communication, government relations and sustainability globally.

Previously, she was Deputy Managing Director of Apco Worldwide in Italy, where she was responsible for public affairs, stakeholder engagement, corporate responsibility and communication activities, nationally and internationally. Before Apco, she was Senior Director in Burson Marsteller, overseeing specifically corporate and crisis communication. In her career she has assisted several multinationals in the implementation of integrated communication and public relations projects, with particular attention to media relations, awareness campaigns, alliance building, corporate crisis management in various sectors, including shipping, tourism, transport, food and technology, both internationally and nationally.