

# Sidney Celia Ross

## Marketing Consultant

**Offices:** London

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**Email:** sidney.ross@withersworldwide.com

**Education:** Barnard College, Columbia University, B.A.

**Languages spoken:** Italian • French

**Year joined:** 2000



## Overview

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Following 25 years in London with Italian International Bank Plc, a subsidiary of Monte dei Paschi di Siena, where she was responsible for marketing the bank's private banking and inter-bank services, Sidney set up Ross Marketing in 1998 as a marketing and PR consultancy with a focus in the Italian market in the UK and Italy.

She has been a consultant to Withers since 2000. She holds both British and American nationality.

Sidney was decorated by the Italian Government in 1996 as a "Cavaliere all'Ordine di Merito della Repubblica Italiana".

## Highlights

Sidney is responsible for the firm's marketing relating to the Italian Interest Group and the Italian Desk as well as other special projects on an adhoc basis.

## Memberships

- Business Club Italia - Director General
- British Italian Law Society - BILA
- Worshipful Company of International Bankers-Liveryman
- Freeman of the City
- Italian Chamber of Commerce and Industry for the UK
- British Chamber of Commerce in Italy
- Accademia Italiana della Cucina - Vice Delegato Vicario
- Chartered Institute of Marketing Member (MCIM)
- British Italian Society - Co-Vice Chairman
- City Women's Network
- Il Circolo delle Donne Italiane

## On a personal note

Sidney loves anything Italian especially the food and the shopping.