

## Contact

[www.linkedin.com/in/michaelcferrari](https://www.linkedin.com/in/michaelcferrari) (LinkedIn)

## Top Skills

Strategy  
Marketing  
Project Management

## Languages

Chinese (Native or Bilingual)  
English (Native or Bilingual)

## Honors-Awards

Fulbright Grant Recipient (CLEA)  
Beatrice S. Demers Foreign Language Scholarship  
Hasbro International Business Scholarship  
Confucius Institute Foreign Language Scholarship

# Michael Ferrari

Director of Program Management @ Botrista  
Brooklyn, New York, United States

## Experience

### Botrista, Inc.

Director Program Management  
March 2024 - Present (7 months)

Inside Botrista's perfectly blended world, we're creating novel drink experiences by crafting nature's best ingredients with our own vibrant creativity. By allowing restaurants to easily expand their menus without the added complexity, we're providing the support to drive incremental growth with the push of a button.

### WhatIF Foods

Commercial Director  
September 2022 - October 2023 (1 year 2 months)  
New York, New York, United States

### ZEYA

Sales and Marketing  
July 2021 - March 2022 (9 months)

### AB InBev

5 years 1 month

Commercial Innovation Associate Director  
January 2019 - July 2021 (2 years 7 months)

### Commercial Innovation Manager

September 2017 - December 2019 (2 years 4 months)

### Planning and Performance Manager

July 2016 - August 2017 (1 year 2 months)

### SXL Research

Analyst  
June 2014 - June 2016 (2 years 1 month)

U.S. Department of State

Language Flagship Fellow  
June 2012 - May 2014 (2 years)

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## Education

Nanjing University  
Marketing

University of Rhode Island  
Accounting (B.S.), Chinese (B.A.)

Zhejiang University

Central University for Nationalities

East China Normal University