

# Alessandro Bruni



INTERNATIONAL CENTRE  
FOR DISPUTE RESOLUTION\*



Chartered  
Institute of  
Arbitrators  
**CI Arb**



Asian Development Bank

*International Mediator*

Trainers' Trainer:



Vice-President, Italy Section:



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Current Employer/Title:

CONCILIA LLC. - Founder, Partner and Board Member.

Independent Arbitrator and Mediator; Accredited ADR Trainer; Trainers' Trainer, University of Pisa - CISP; Mediation and Negotiation Trainer, International Academy of Sciences of Peace.

Profession

Attorney, Arbitrator, Mediator, Corporate Executive, Accredited Trainer, Writer, Lecturer.

Work History

Trial civil and commercial lawyer, 2004-present; Founder and Board Member, CONCILIA LLC, 2005-present; Vice-President of GEMME (Groupement Européen des Magistrats pour la Médiation), Italy Section; Vice-President of the Arbitral Chamber of the Chamber of Commerce of Viterbo, 2009-present; Limited Partner, CONCILIA LP, 1999-2005.

Experience

Years of service served as a trial civil and commercial lawyer, with substantial transaction experience, in the commercial, business, sport, and art arena.

Since 2003, Trainer in "Effective Communication", "Mediation and ADR", and "Strategic Management of Human Resources", The International Academy of Sciences of Peace, Rome.

Alternative Dispute  
Resolution Experience

-Considered one of the leading Italian experts in teaching and consultancy in Mediation, ADR, and Strategic Problem Solving.  
-IMI Certified Mediator and IMI Mediation Advocacy Expert (the first accredited in Italy).

-Distinguished Fellow, International Academy of Mediators.  
 25+ years of experience handling national and international mediations, conciliations, negotiations, and arbitral procedures as Professional Conciliator, Mediator and Arbitrator, 1996-present; Conciliator and Mediator accredited by the Ministry of Justice, 2003-present; Conciliators' and Mediators' Trainer accredited by the Ministry of Justice, 2003-present.  
 -Public Conciliator for Lazio Region, Italy, for medical and paramedical liability cases, 2019-present.  
 -He has served as a **Mediator in more than 7.500 procedures** at both the domestic and international level.  
 -He conducts mediations both in evaluative and in facilitative method. Some times his style is also transformative. He conducts ad-hoc and on-line mediations especially referred to consumer disputes.  
 -He is also an expert in Mediation Advocacy Techniques (MA), and one of the first MA professionals in Italy.  
 -He is also an expert in social and environmental mediations and in EU Financed Projects referred to ADRs/ODRs.  
 -Various arbitral procedures as sole arbitrator or party's arbitrator, 2000-present.  
 -**Very extensive experience in training** and advising **several thousand Professionals, Companies, Public Authorities, Chambers of Commerce, Universities, ADR Centers**, in Effective Communication, ADR Techniques, Neuro-Linguistic Programming, Negotiation, Strategic Management of HR, Public Speaking, Self-Motivation, Well-being, EU Law, International Private Law, 1996-present.  
 -Nominated Key Expert or Key International Expert in EU financed projects for the development of mediation programs and/or the training in Mediation and ADR Techniques (in Bulgaria, Romania, Latvia, Croatia, Serbia Montenegro, Turkey, Moldova, Egypt, Tunisia).  
 -Past Vice-President of the Arbitral Chamber of the Chamber of Commerce of the City of Viterbo, 2009-2018.  
 -Past Assistant Professor of Mediation and ADR, University of Pisa - CISP, Italy, 2001-2006.  
 -Over the years, he brought CONCILIA to win, various EU financed projects, as -for instance- the EU Financed one called "*Support the ADR in the Serbian Judiciary*", financed by the European Agency for the Reconstruction and the EU Commission.

#### Accreditations as a Mediator

American Arbitration Association - International Centre for Dispute Resolution (ICDR-AAA); Asian Development Bank (ADB); Court of Arbitration for Sport (TAS-CAS); WIPO Arbitration and Mediation Center's List of Mediators; Court of Arbitration for Art (CAfA); Chartered Institute of Arbitrators (CIArb); International Chamber of Commerce (ICC); Maritime Mediation Center; Commission fédérale de médiation du Belgique; Conférence Internationale de la Médiation Judiciaire (CIMJ); Groupement Européen des Magistrats pour la Médiation (GEMME); Indian Institute of Arbitrators and Mediators (IIAM); Asian International Arbitration Centre (formerly known as KLRCA); Mainland-Hong Kong Joint Mediation Center (MHJMC); Arbitration & Mediation Court of the Caribbean (AMCC); International Commercial Mediation Center for Belt and Road Initiative (BNRMC); Saudi Center for Commercial Arbitration(SADR); Abu Dhabi Global Market Arbitration Centre (ADGM); International Mediation Council (IMC); CONCILIA LLC; Florence International Mediation Chamber (FIMC); Public Conciliation Chamber of Lazio Region for Medical Malpractice; Italian Society for Mediations (SIMED); many Italian Chambers of Commerce; Chamber of Mediation and Arbitration of the Italian Chamber of Commerce for Switzerland (former mediator); Chamber of Arbitration and Mediation of the Italian Agency for Agricultural Supply

(former mediator); Chamber of Arbitration and Mediation of the Italian National Commission for Listed Companies and the Stock Exchange (former mediator); The Chamber of Arbitration and Mediation of the Accountants of the City of Milan (former mediator).

#### Accreditations as an Arbitrator

Court of Arbitration for Art, CAfA; WIPO Arbitration and Mediation Center's List of Arbitrators; Vienna International Arbitral Centre, VIAC; Arbitration Austria, ArbAUT; Ljubljana Arbitration Centre at the Chamber of Commerce and Industry of Slovenia; Arbitration & Mediation Court of the Caribbean, AMCC; Saudi Center for Commercial Arbitration - SADR.

#### Alternative Dispute Resolution Training

"Advanced Courses for Mediators", 2010-present (at: various Italian Chambers of Commerce, CONCILIA LP, and CONCILIA LLC); "Negotiating for Leaders Course", 2009, and "Advanced Training Course for Civil and Commercial Arbitrators", 2007 (at: various Italian Chambers of Commerce); "Program of Negotiation for Lawyers", 2008 (P.O.N., at Harvard Law School, Cambridge, USA); "Advanced Courses for Conciliators", 1999-2005 (at LUMSA University, Rome, and various Chambers of Commerce); various Seminars on Business Mediation, 2004-present (organized by the UIA World Forum of Mediation Centres). Among the others, trained with William Ury, Jacqueline Morineau, Kenneth Cloke, Thierry Garby, Robin Sharma, Robert Cialdini, Anthony Robbins.

#### Professional Licenses

Admitted to the Bar, Viterbo, 2004; Civil and Commercial Conciliator accredited by the Ministry of Justice, Italy, 2003-2010; Civil and Commercial Mediator accredited the Ministry of Justice, Italy, 2010-present; Civil and Commercial Conciliators' trainer accredited the Ministry of Justice, Italy, 2003-2010; Civil and Commercial Mediators' trainer accredited the Ministry of Justice, Italy, 2010-present. Workplace Mediator, Asian Development Bank, 2021.

#### Professional Associations

State BAR of Italy (Member); Viterbo BAR (Member); National Union of Civil Chambers (Member and Member of the National ADR Committee); Chartered Institute of Arbitrators (Member, MCI Arb); International Mediation Institute (IMI Certified Mediator, IMI Mediation Advocate, and Member of the Taskforce for Development of Competency Criteria for Trainers and Assessors of Mediators and Standards for Training Programmes); Conference Internationale de la Médiation Judiciaire-CIMJ (Founding member and Member of the Scientific Committee); Groupement Européen des Magistrats pour la Médiation-GEMME, Italy Chapter (Founding Member and Past Member of the Executive Committee); Mediators Beyond Borders International (Member, Past President and Founder of the Italian Chapter, and Member of the Mediators Beyond Borders International - Rotary Working Group); Association of Mediation Assessors, Trainers and Instructors-AMATI (Advisory Board Member); Lawyers Without Borders-ASF (Coordinator, ADR Committee) Rotary International (Member, Past Mediation Chair, Rotarian Action Group for Peace); The European Law Students' Association-ELSA (Past Member).

#### Education

Educational background includes, among others, a Law Degree (J.D.) at LUISS International University of Rome, 2000, and various national and international Postgraduate Specialization Courses: "Graduate Specialization Course in EU Law - Schumann" (LUISS International University, Rome); "NLP Practitioners Training Course" (NLP European Institute and

CONCILIA); Various Trainings on Sport Law, Arbitration and ADR organized by the Court of Arbitration for Sport - TAS/CAS. Various Trainings on Mediation and Negotiation organized by the Program On Negotiation at Harvard University (PON).

#### Awards and Honors

Since 2016, recognized every year by "Who is Who Legal" as one of the top mediators-lawyers in the world, with clients and peers praising as "a very sharp man, with an incomparable insight on mediation issues", and "he has all the main qualities of a professional mediator including wide and inexhaustible experience in national and international law", and "he is valued for his empathetic and sensitive approach".

"Alternative Dispute Resolution Law Firm of the Year in Italy - 2022", Corporate INTL Magazine Global Award.

"ADR Specialists of the Year 2022 - Italy", Corp Today Magazine.

"International Advisory Experts - Awards Winner 2021", IAE Group.

"Best International ADR Specialists 2020 - Italy", Acquisition International.

"Conflict Management Professionals of the Year 2019", CorporateLiveWire.

"International Advisory Experts - Awards Winner 2019", IAE Group.

"Legal Awards Shortlisted, 2017/2018", Corporate LiveWire.

"ADR Specialists of the Year 2019 - Italy", Acquisition International.

#### Publications and Speaking Engagements

More than 10 written manuals and more than 90 written articles on mediation, ADR techniques, private international law, EU law, effective interpersonal communication, and self-empowerment.

Among the most recent:

"Mediation 2023, Italy Chapter, 2023, Law Business Research Ltd., London (UK);

"Mediation 2021, Italy Chapter, 2021, Law Business Research Ltd., London (UK);

"L'ascolto attivo nella professione del mediatore dei conflitti" (part I and part II), articles on "Rivista La Mediazione. Un vantaggio Competitivo", aprile-giugno 2018.

"Mediation 2017, Italy Chapter, 2016, Law Business Research Ltd., London (UK);

"Mediation 2015, Italy Chapter, 2014, Law Business Research Ltd., London (UK);

"The Status Quo Of Mediation In Europe And Overseas", co-auth., Hamburg, 2014, 404 Seiten, Verlag Dr. Kovač Publisher, Frank Diedrich (Ed.).

"Intercultural Character of Transnational Mediation", in "Legal instruments and procedures applicable in cross-border family mediation", 2014, coauth.,

"La Mediation Advocacy: come l'avvocato dovrebbe assistere il proprio cliente in mediazione", article, in "Atti del 1° Meeting Nazionale della Mediazione Civile", 2013, Primiceri Editor.

"Mediation 2013, Italy Chapter, 2012, Law Business Research Ltd., London (UK);

"European Mediation Training For Practitioners of Justice. A Guide To European Mediation" (With Dvd), co-auth., September 1, 2012, Maklu Publishers; Pap / DVD edition.

"Mediation in Italy (part 2)", December 2011, article in Internet: <http://www.mediate.com/articles/BruniA2.cfm>

"Mediation in Italy (part 1)", November 2011, article in Internet: <http://www.mediate.com/articles/BruniA1.cfm>

"Mediazioni civili e commerciali. 30 casi di successo", Maggioli Editore, luglio 2011

"La Mediazione Convieni", Maggioli Editore, luglio 2011

“Codice pratico della Mediazione”, Maggioli Editore, Aprile 2011  
 “La nuova mediazione civile e commerciale. Istruzioni per l'uso”, Editrice UNISERVICE, Febbraio 2011  
 “La Médiation en Italie”, article on “Panorama del médiations du Monde”, 2010, l'Harmattan, Paris, France.  
 “Codice della Mediazione nella Nuova Conciliazione”, Maggioli Editore, Giugno 2010.  
 “Medierea în Italia”, article on “Revista Forumul Judecătorilor”, 2010, Romania.  
 “Codice della Conciliazione in Italia e all’Estero”, Maggioli Editore, Luglio 2008.  
 “Conciliare conviene. I vantaggi della conciliazione stragiudiziale professionale”, Maggioli Editore, aprile 2007.  
 “La gestione costruttiva del conflitto attraverso la mediazione”, Quaderni di Mediazione, anno II, n. 5 - gennaio/marzo 2007, Punto di Fuga Editore.  
 “Temi di Mediazione penale”, Ed. Universitarie PLUS”, giugno 2006.  
 “Mediazione e Conciliazione. Ambiti applicativi e modalità di svolgimento di una nuova professione”, Ed. Universitarie PLUS, Ottobre 2004.  
 “Conciliazione stragiudiziale. Un differente approccio alla risoluzione delle controversie commerciali”, QUADERNI DI MEDIAZIONE, anno I, numero I – settembre/novembre 2005, Punto di Fuga Editore, Cagliari.  
 “La conciliazione delle controversie: un metodo antico con un cuore moderno”, MEDIARES, semestrale sulla mediazione, n° 5/2005, gennaio-giugno.  
 “Remore e vantaggi della conciliazione”, Temi Romana, n° 1/2005.

Has been nominated, as an International ADR Trainer and Speaker on the themes of ADR, ODR, Conflict Management, for:

United Nations World Food Programme (WFP), Rome (I); International Chamber of Commerce (ICC), Paris (F); European Agency for Reconstruction, Belgrade (MNE); ERA Academy, Trier (D); Ankara Yildirim Beyazit University, Ankara (TR); European Mediation Training for Practitioner of Justice, Bruxelles (B); Court of Appeal of Craiova (RO) in Romania and Bulgaria; Riga School of Law (LV); UIA World Forum of Mediation Centres (F); GEMME (European Group of Magistrates for Mediation); CIMJ (International Conference of Judicial Mediation); Rotary International; The European Law Students' Association (ELSA), etc.

### 3 Examples of specific professional tasks in the field of ADR

1.- As the Founder of CONCILIA, ADR & Conflict Management since 1999.

CONCILIA provides innovative training and consultancy services regarding the resolution of out of court disputes. CONCILIA collaborates regularly with European, North and South American universities. In 2013 CONCILIA was accredited, as first in Italy, and one of the few in the world, by the Independent Standard Commission of the International Mediation Institute (IMI) as Qualifying Assessment Program (QAP) for experienced mediators who want to seek by the 'International Mediation Institute' the prestigious accreditation as "IMI Certified mediators".

The Company is also accredited by the Italian Ministry of Justice for running training courses addressed to professional civil and commercial mediators; and it is registered in the Register kept by the same Ministry, allowed to manage civil and commercial mediation procedures.

The Company was included in "The Wall of Peace", as the sole Italian partner of Mediators Beyond Borders International (MBBI) for the spread of the 2013,2014,2015 MBBI Congresses; and is Organizational Member of

"International Mediators - Community of Practice"; and it is "Country representative", for Italy, of Mediation World.

Moreover, CONCILIA is:

-Supporting Organization of the Young Mediators Initiative (YMI), supporting mediators young in experience.

-Founding Member of the European Network of Mediation Centres;

-Supporting Partners of the World Mediators Alliance on Climate Change (WOMACC).

In 2007, CONCILIA was nominated as an Official Supporting Partner of the Global Pond Conference Series.

2.- As an ADR Expert in a Consortium winner of the CARDS project “*Support to the ADR in the Serbian Judiciary*” managed by the European Agency for Reconstruction, Belgrade.

The project had some goals. (1) feasibility studies based on previous experiences and projects; (2) project management and administration, coordination and human resources management of a team of international and local legal experts (7 Members); (3) collaboration with the Serbian Ministry of Justice.

Capacity building component: training and technical assistance to the First Municipal Court of Belgrade for the creation and application of a Court Annexed Mediation Scheme for Out of Court settlements.

Training component: organization and delivery of seminars on Mediation and Conflict Resolution for judges, lawyers, social workers, legal experts, TNA, and training evaluation; coordination and supervision of two Public Awareness campaigns to communicate the improved efficiency of the system through Out of Court settlements.

3.- As an International Speaker and an International Mediation Expert in the project “*Judicial Intercultural Communication in Family Mediation*”, funded by the Civil Justice Program (Grant Agreement JUST/2010/JCIV/AG/0025-30-CE-0420858/00-68), 2-5 June 2014, Sofia, Bulgaria, and 30 June- 3July 2014, Cluj-Napoca, Romania.

The project aimed at improving judicial cooperation in civil matters between national judges and overcome the difficulties arising in practice in relation to family mediation in cross-border proceedings, by organizing a series of workshops addressed to judges and other legal practitioners, that provided the opportunity to identify the main common difficulties that legal practitioners encounter in practice and identified viable solutions for a better enforcement of the legal instruments adopted at European level.

One major objective of the project was to identify the specific problems arising from cultural and psychological differences, diversity of traditions and mentality between European citizens. As a result, the project met the need of magistrates and other legal practitioners to determine and to overcome the main issues and problems encountered in family cross-border mediation matters.

#### Experience as a Mediator

Has served as a mediator in more than 7.500 cases, in any area, especially on civil and commercial, business, trade, workplace and labor, art, sport, consumers, medical liability, and intellectual property disputes.

Has managed numerous complex mediations, including multi-millionaire and multi-party.

Special Expert in sport and art mediations accredited by the Court of Arbitration for Sport (TAS-CAS, Lausanne, Switzerland), 2015-present; and the Court of Arbitration for Art (CAfA, Rotterdam, The Netherlands), 2019-present. Also expert in e-mediations, especially for consumers cases, and transnational trade.

Mediations conducted both in evaluative and in facilitative method. Sometimes the style is also transformative.

Numerous Mediations conducted "ad-hoc" and on-line, especially referred to consumer disputes.

Usually clients are Companies (both SME and Big ones), Public Administrations, Professionals, Consortia, Interest Groups, Consultants.

Representative issues  
handled as a Mediator  
(some examples)

-Multiparty mediations for problems pertaining to public water service among city mayors, citizens' representatives, and public-water management bodies. Value of the controversy: about 1,5 million Euros each.

-International mediation between Italian, Spanish, Chinese and Russian companies, for a series of supplies of electronic equipment, and a dispute concerning trademark licenses. Value of the controversy: 2,4 million Euros.

-International sport mediation among a Serie A football player, his agent, and two football teams, concerning a claim for damages for the player's failure to transfer from one team to another. Value of the controversy: about 1,8 million Euros.

-International mediation for compensation for damages for failure to organize an exhibition of itinerant international painters with requests from parties residing in Italy, France, Belgium, Austria and the US. Value of the controversy about 1 million Euros.

Mediation Experience  
as an Advocate

Recognized as "IMI Mediation Advocate" by the International Mediation Institute.

Expert in Mediation Advocacy Techniques (MA), and a pioneer of the use and training of MA in Italy.

Since many years advocating national and international clients in mediation procedures before some of the world's major ADR bodies, including Chambers of Commerce, Private Entities, Foundations, etc.

Statement of Mediation  
Philosophy

Every case in mediation is unique and involves parties differently. I use to manage mediations in a proactive approach, asking the parties to become the real players of their procedure, not putting me as an expert but trying to use me as a tool, whenever they need. I like facilitative methods, but I'm being able to use evaluative and transformative approaches too.