



# Alessandro Bruni



## Alessandro Bruni

in

English, Italian

I am an Italian lawyer and international mediator and ADR trainer. I have been trained, among others, by William Ury, Robin Sharma, Ken Clocke, Jacq. Morineau and Tony Robbins.

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### Contact Details

#### Position

Attorney, International Professional Mediator & Arbitrator; Founder of CONCILIA L.I.c., since 1999 Conflict Management & ADR

#### Organization

CONCILIA, since 1999 Conflict Management & ADR

#### Certifications

Mediation Advocate
Mediator

#### Video Profile

[http://www.youtube.com/watch?v=-gB244\\_MD3I](http://www.youtube.com/watch?v=-gB244_MD3I)

#### Mediation Style

Evaluative
Facilitative
Transformative

#### Active Locations



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**Business Address**

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CONCILIA SRL

Via B. Spinoza, 49

Rome

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**Country**

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Italy

Austria, Belgium, China, Denmark, France, India, Italy, Malaysia, Slovenia, Switzerland, United Kingdom

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**Website**

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<http://www.conflictresolution.it>

 **LinkedIn**

[LinkedIn](#)

 **Skype ID**

<http://italianmediator>

## Mediation Profile

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**Current Position and Background**

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Alessandro Bruni is founding partner, board member, trainer, mediator and arbitrator of CONCILIA - since 1999 the Italian leading ADR Provider, headquartered in Rome, at Via B. Spinoza, 49, 00137, and with secondary offices in many Italian cities; and - via EUresolve Ltd. - in many EU countries. CONCILIA, founded in 1999, is one of the first ADR Center accredited by the Italian Ministry of Justice as "professional-mediators training Institute" and as "ADR Provider" ([www.concilia.it](http://www.concilia.it) - [www.conflictresolution.it](http://www.conflictresolution.it) - [alessandro.bruni@concilia.it](mailto:alessandro.bruni@concilia.it)).

Alessandro brought CONCILIA to win many prestigious international awards as "Best ADR Provider of the Year", "best for Commercial Dispute Resolution - Italy", "Sustained Excellence in Mediation" and "Mediation Firm of The Year", with Corporate International, Acquisition International, Corporate Livewire and others .

CONCILIA was included by IMI in Category 2, among the list of Organizations qualifying their mediator panels on the basis of established high competency standards.

In 2013 CONCILIA was nominated, as first and sole in Italy, IMI Qualifying Assessment Program (QAP) by the Independent Standard Commission of the IMI.

Alessandro Bruni is an Avvocato, admitted to the Italian BAR (2004).

Alessandro is an Italian international mediator and arbitrator, accredited in Switzerland (he is the youngest Mediator of the Court of Arbitration for Sport - TAS-CAS), Belgium (Commission fédérale de médiation), UK (Member of the Chartered Institute of Arbitrators), France (Conférence Internationale de la Médiation Judiciaire - CIMJ and Groupement Européen des Magistrats pour la Médiation - GEMME), Austria (Vienna International Arbitral Centre - VIAC), India (Indian Institute of Arbitrators and Mediators - IIAM), Malaysia (Kuala Lumpur Regional Centre for Arbitration), Florence International Mediation Chamber (FIMC- Italy).

Since 1996 he has been practising mediation, arbitration and other ADR techniques.

In 2007 he became one of the first Italian Professional Mediators accredited by the Italian Ministry of Justice and authorized in conducting corporate, banking and financial professional mediations, and one of the few "professional-mediators trainer" accredited by the same Ministry.

Since 2007 he is professor of "Mediation and Conciliation" and "Strategic Management of the Human Resources" at The International Academy of Sciences of Peace, Rome.

In the Academic Years 2004, 2005 and 2006 he was "Cultore della Materia" (Assistant Professor) in "Mediation and Conciliation" at the University of Pisa - CISP, Italy.

Alessandro is an International ADR Trainer and Speaker for:

ERA Academy, Trier (D)

European Mediation Training for Practitioner of Justice, Bruxelles (B)

Court of Appeal of Craiova (RO), in Romania and Bulgaria

Riga School of Law, (LV) - nominated

UIA World Forum of Mediation Centres (F)

Gemme (European Group of Magistrates for Mediation)

CIMJ (International Conference of Judicial Mediation)

Rotary International

From 2010 Alessandro Bruni is the President of "Mediators Beyond Borders International" (MBBI), Italy Professional Chapter (the first professional chapter outside the US), nominated by the well-known international Mediator Mr. Kenneth Cloke, founder of MBBI.

Since 2008 Alessandro is Vice-President of the Arbitral Chamber of the Chamber of Commerce of the City of Viterbo, Italy.

Moreover, he is a member of the Directive Counsel and an International mediator for SIMED (Italian Society for Mediation), Rome, Italy; founding member and member of the Scientific Committee of CIMJ (International Conference on Judicial Mediation), Paris, France; founding member and former member of the Executive Committee of GEMME (European Group of Magistrates for Mediation), Italian Chapter; founding member of the ADR Commission of the Rome BAR; coordinator of the ADR-Committee of Avocats Sans Frontières - Italian Chapter; member of: ASA Below-40; LCIA-YIAG; CI Arb (MCI Arb); ARBAut-YAAP; Rotary International, District 2080; AIA Network; ICDR-Y&I; ICCA-YOUNG; Mediation Forum Ireland, TAS-CAS; VIAC; KLRCA, IIAM, MHJMC.

He is author of 12 books, 3 codes and many articles on mediation, conciliation, negotiation and ADR techniques, translated in English, French, Spanish, Romanian, Bulgarian, German.

He is author of books on EU Law and International Private Law.

He is author in mediation and ADR for: Law Business Research, London, UK; L'Harmattan, Paris, France; Maklu, Belgium; Editura Universitara, Romania; Il Sole 24Ore, Milan, Italy; Plus-Pisa University Press, Pisa, Italy; Maggioli Editore, Santarcangelo di Romagna, Italy.

Alessandro is an active member of Rotary International: Mediation Chair, Rotarian Action Group for Peace (RAGFP)

Member, MBB-Rotary International Working Group

Member, Rotary District 2080 - Commission "International Action" (2014-2015)

Board Member, Viterbo Rotary Club (2014-2015-2016)

## ***Experience***

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Alessandro has mediated since 1996 more than 2.000 civil, commercial and family cases, including complex and multi-party.

He has conducted many mediations both for private ADR Providers and for Chambers of Commerce and Public Bodies.

He is also expert in social and environmental mediations and in EU Financed Project.

He brought CONCILIA to win, as member of a Consortium, the EU Financed Project "Support the ADR in the Serbian Judiciary", financed by the European Agency for the Reconstruction and the EU Commission.

He has been nominated several times Key Expert and Key International Expert in EU Financed Projects related to mediation and ADR, communication, human rights, in Romania, Bulgaria, Croatia, Latvia, Hungary, Turkey, Greece.

He has conducted ad hoc mediations and on-line mediations especially referred to consumer disputes. He is also expert in family, social and environmental mediations.

He is also expert in Mediation Advocacy Techniques (MA), and one of the first MA Professional in Italy.

He teaches mediation and mediation advocacy for over 15 years, and he has trained thousands of professionals.

### ***Mediation Style***

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Alessandro Bruni conducts mediation both in evaluative and in facilitative method.

Sometimes his style is also transformative.

Alessandro Bruni uses to bring the parties to see what is possible to reach after a mutual solution is found with mediation agreement, working with their emotions and feelings in order to make them mutually satisfied, putting the parties themselves at ease and helping them overcome the fear of a waste of time.

Especially for corporate, banking, financial mediations he can act as an evaluative mediators when the parties mutually agreed.

### ***Main Practice Areas***

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Alessandro Bruni is a long-term expert mediator (both in national and in international mediations and arbitrations) with 18-years of expertise (since 1996) in civil, commercial, corporate, banking, financial, sports, family and social mediation.

He is, however, comfortable mediating in any areas, specialised or not, cross-borders or domestic.

Mediations conducted include cases of:

- \* Contracts
- \* Banking and finance/commodities
- \* Employment
- \* Transport
- \* Automotive
- \* Manufacturing
- \* Retail
- \* Distribution/Franchising
- \* Agency agreements
- \* Partnership
- \* Property
- \* Sport
- \* Condominium
- \* Professional Negligence including law practices
- \* Inheritance
- \* General Commercial
- \* IT/Telecoms
- \* Family and Inheritance

## ***Fee Rate***

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It depends from the kind of mediation. When he acts as mediator in an institution (public or private) his fees are decided by the same ADR provider. When he practise ad-hoc mediations he use basic daily fee (fees and expenses are anticipated by and split between the parties): 1) up to one day mediation meeting (eight hours maximum per day), including time for general preparations of meetings, research, etc., 2,000 € plus VAT and expenses for food, travel, accommodation; 2) additional hours, Euro 300/h; plus VAT and expenses for food, travel, accommodation; Flat fees upon agreement of the parties.

## ***Professional Affiliations***

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As professional mediator and arbitrator Alessandro Bruni is accredited with:

Court of Arbitration for Sport (TAS-CAS), Lausanne, Switzerland (he is the world's youngest accredited mediator)

WIPO Arbitration and Mediation Center's List of Arbitrators

Chartered Institute of Arbitrators, Member (MCI Arb)

Commission Fédérale de Médiation du Belgique, Belgium

Vienna International Arbitral Centre - VIAC (as arbitrator), Austria

Kuala Lumpur Regional Centre for Arbitration KLRCA, Malaysia

Indian Institute of Arbitration and Mediation - IIAM, India

Mainland - Hong Kong

Joint Mediation Center

Chamber of Mediation and Arbitration of the Italian Chamber of Commerce for Switzerland

Mediation Forum Ireland

Florence International Mediation Chamber (FIMC)

CONCILIA (Italian leading ADR provider) - Founding Member and Board Member

CIMJ (Conference Internationale de la Médiation pour la Justice) - Founding Member and Member of the Scientific Committee

SIMED (Italian Society for mediations), Rome, international mediator

Chamber of Arbitration and Mediation of the Italian Agency for Agricultural Supply (AGEA)

Chamber of Arbitration and Mediation of the "Dottori Commercialisti" of Milan

Chamber of Arbitration of Grosseto

Chamber of Arbitration of Lucca

Curia Mercatorum (Treviso)

Chambers of Mediation of the Chambers of Commerce of Sondrio, Frosinone, Caserta, Venezia, Ferrara, Viterbo, Rieti, Latina, Prato.

Chamber of Mediation of the Italian Commission on Stock Exchange (CONSOB)

Alessandro Bruni is Member of: LCIA-YIAG; ASA Below-40; ICDR Young & International; ArbAUT; YAAP; CI Arb (Member); Young-ICCA.

Member of the Directive Counsel of SIMED (Italian Society for Mediations), Rome.

Founding Member and former Member of the Executive Committee of GEMME (European Group of Magistrates for Mediation) - Italian Chapter.

Member of ASF (Lawyers without Borders) - Italian Chapter, and Coordinator of the ADR Committee.

Member of the ADR Commission of the Rome BAR

From 2010 Alessandro Bruni is the President of "Mediators Beyond Borders International", Italy Professional Chapter.

Alessandro Bruni is Member of Rotary International, District 2080..

In Rotary International he is:

Mediation Chair, Rotarian Action Group for Peace (RAGFP)  
 Member, MBB-Rotary International Working Group  
 Member, Rotary District 2080 - Commission "International Action" (2014-2015)  
 Board Member, Viterbo Rotary Club (2014-2015-2016).

### ***Contact details for references/recommendations***

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Anna Maria Pedone, Director of the Arbitration & Mediation Service of the Chamber of Commerce of Lucca, Tel. +39 0583 976 692 /664, Fax: +39 0583 976 629, email: annamaria.pedone@lu.camcom.it  
 Anna Cecchetti, Director of the Arbitration & Mediation Service of the Chamber of Commerce of Viterbo, Tel.: +39 0761 234 424, Fax: +39 0761 345 755, email: anna.cecchetti@vt.camcom.it

 Compliance

### ***Code of Conduct***

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Code of Professional Conduct of the Italian National Bar Council  
 IMI Code of Professional Conduct  
 CONCILIA Code of Professional Conduct  
 FIMC Code of Ethics for Mediators  
 KLRCA CODE OF CONDUCT FOR MEDIATORS  
 IIAM MEDIATORS' CODE OF PROFESSIONAL CONDUCT  
 The Chartered Institute of Arbitrators Code of Professional Conduct  
 Union Internationale des Avocats' World Forum of Mediation Centres Code of Ethics  
 Florence International Mediation Chamber Code of Ethics for Mediators  
 Rules of Behaviour for Mediators of the Italian Chambers of Commerce

### ***Complaint Process***

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CONCILIA's MEDIATION ADVOCATES/ADVISORS COMPLAINT PROCESS  
 IMI Professional Conduct Assessment Process  
 CONCILIA Professional Conduct Assessment Process  
 The Chartered Institute of Arbitrators Professional Conduct Assessment Process  
 IIAM Mediators' Code of Professional Conduct and IIAM Mediators' Conduct Assessment Process

### ***Professional Indemnity Insurance***

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Alessandro Bruni is covered by the professional liability indemnity insurance of his ADR provider with UIA - Underwriting Insurance Agency; maximum coverage 500.000,00 euros.

 Training and Education

### ***Mediation Education and Training***

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Alessandro Bruni regularly updates his knowledges in the fields of ADR and mediation. Routinely attends ADR continuing education events such as courses, conferences, study forum and meeting. Moreover, he is constantly engaged in ADR readings both national and international. Among the more

recents it can be remembered: -Refresher Course on "Neuro Linguistic Programmation and Problem Solving", Rome. -Advanced training course for corporate, banking and financial practitioner mediators, accredited by the Italian Ministry of Justice, Rome. -Training Course on Mediation: theory and practice, Consumers' Centre, Rome. -Course on "Mediation Advocacy", Chamber of Commerce, Grosseto. - "1st Refresher Course for arbitrators", Chamber of Commerce, Grosseto. -The "Tuesdays of Mediation", study meetings in ADR, Rome. -Advanced Course on Neuro Linguistic Programmation, Theory and Practice", Rome. -Advanced Course in "ADR techniques, Chamber of Commerce, Perugia. -Course in "ADR techniques", L.U.M.S.A. University, Rome. -Training Course in "ADR techniques, theory and practice". Various trainings and seminars at: the Program On Negotiation (PON at Harvard Law School, MA, USA); UIA World Forum of Mediation Centres; CIArb; ELSA; LUISS University; Rotary International; MBBI. Among the others, he has been trained with: William Ury, Jacqueline Morineau, Kenneth Clocke, Thierry Garby, Robin Sharma, Robert Cialdini, Anthony Robbins.

### ***Teaching and Mentoring***

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Alessandro Bruni was a precursor to the teaching of "mediation advocacy" (MA) in Italian. He started teaching MA from many Italian Chambers of Commerce in the early 2000s, developing a unique technique of teaching the subject. In over ten years of teaching MA, Alessandro has trained thousands of professionals in MA: lawyers, accountants, engineers, architects, public officials, NGO officials, retired judges, surveyors, etc ... The MA course has been commissioned to Alessandro from multiple Italian Chambers of Commerce, private clients, law firms and commercial companies and public administrations. With the ADR Provider CONCILIA, accredited by the Ministry of Justice, Alessandro Bruni also taught how to carry out the activity in the field of advocacy in mediation to many dozens of lawyers and other professionals who accompany clients in mediation.

As a full-time long-experienced professional mediator, Alessandro Bruni is very often engaged in ADR speaking and teaching both in Italy and abroad.

He is one of the first and very few Italian professional-mediation trainers accredited by the Italian Ministry of Justice for teaching "corporate, banking and financial mediation".

He is the second of only four Italian mediators to be "IMI certified".

In 2013 he was called to organize and develop the first training for mediators in the field of workplace conflicts for the UN Agency World Food Program - WFP (15 WFP Senior Officials, coming from all over the world, trained).

Over the last 18 years he has trained over than 20.000 professionals in negotiation, mediation, conciliation, arbitration, problem solving & conflict management, NLP, strategic Management of the H.R., effective communication techniques, mediation advocacy.

Among other, it can be remembered:

\* Academic years 2007-2015: teaching of "Mediation and Conciliation"" and "Strategic Management of the H.R." at the International Academy of Sciences of Peace, Rome.

\* 2007-2015: more than 200 training courses (44 and/or 50 hours each) for more than 7.000 professional mediators; training courses accredited by the Italian Ministry of Justice and (most of them) by the Italian BAR Council.

\* 1997-2007: more than 100 training courses (minimum of 20-hours each) for more than 6.000 professionals (lawyers, notaries, economists, managers, accountants, etc...).

\* Academic years 2004, 2005, 2006: Assistant Lecturer in "Mediation and Conciliation" at the University of Pisa, Italy.

\* November 2006: Practical ADR Seminar for Judges, the Court of Appeal of Rome.

\* October 2006: Teaching "Commercial Mediation" for the students of the Marketing Course, the University of Siena, Italy.



- \* 2006: Teaching of "Communication, conflict management and problem solving", Training Course for "Technical for the strategies of the communication", financed by the European Social Fund (European Union), Regione Lazio, Office of the Labour and the Social Politics, (76 hours of training for 25 trainees).
- \* March-June 2006: Teaching of "Management of conflicts and business comfort", Co-organizer and Teacher of the Course of Formation financed by the European Social Fund (European Union), Lazio Region and Office of the Labour and the Social Politics, for the managerial staff of the Ministry of the Health, Rome (51 hours of training for 30 trainees).

### ***Conference Presentations***

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Alessandro is an International ADR Trainer and Speaker for:

ERA Academy, Trier (D)

European Mediation Training for Practitioner of Justice, Bruxelles (B)

Court of Appeal of Craiova (RO), in Romania and Bulgaria

Riga School of Law, (LV) - nominated

UIA World Forum of Mediation Centres (F)

Gemme (European Group of Magistrates for Mediation)

CIMJ (International Conference of Judicial Mediation)

Rotary International

CONCILIA LLC.

 Publications

### ***Publications***

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Alessandro Bruni has written many articles on mediation advocacy, and has produced teaching materials for training courses in MA that are recognized and used by many Italian Chambers of Commerce and accepted by them in the quality of educational institutions, as part of a recognised qualification in MA. Some of the latest articles and works are: - "Mediation Advocacy", Rivista La Mediazione (quarterly journal of culture of prevention and resolution of conflicts), edited by Lombardo Press, Rome, Italy, being published in 2014. - "La Mediation Advocacy: come l'avvocato dovrebbe assistere il proprio cliente in mediazione", Edited by Primiceri Press, Padua, Italy, 2013, pp. 63-80. - "L'attività di Advocacy nella mediazione", published on [www.concilia.it](http://www.concilia.it) - Slides and other teaching material for the training courses in MA at many Italian Chambers of Commerce.

PUBLICATIONS AND PAPERS (among the most recent):

\*"Mediation in Italy", in "Mediation 2016, 2017, 2018", Getting the Deal Through, Law Business Research Ltd, London, UK, 2015-2016-2017-2018

\*"Legal instruments and procedures applicable in cross-border family mediation. A guide for magistrates and other legal practitioners", coauth., developed under the EU funded project JUST/2013/JCIV/AG/4628

\*"Mediation in Italy", in "Mediation 2015 in 16 Jurisdictions Worldwide", Getting the Deal Through, Law Business Research Ltd, London, UK, 2014-2015

\*"Mediation in Italy", in "Mediation 2013 in 16 Jurisdictions Worldwide", Getting the Deal Through, Law



Business Research Ltd, London, UK, 2012-2013;

\*"Mediation as an Alternative Dispute Resolution Method", in "European Mediation Training for Practitioner of Justice. A Guide to European Mediation (with DVD)", Maklu, Belgium, 2012.

\*"Civil and commercial mediations, 30 successful cases, Maggioli Press, June 2011.

\*"To mediate is worthwhile. The advantages of extrajudicial mediation", 2nd Edition, Maggioli Press, June 2011.

\*"The new civil and commercial mediation", Uni-service Press, 2011.

\*"Practical Code of Mediation in Italy and abroad", Maggioli Press, 2011.

\*"Code of Mediation and Conciliation", Maggioli Press, 2010.

\*"Code of Mediation Laws, in Italy and abroad", Maggioli Press, July 2008.

\*"To mediate is worthwhile. The advantages of extrajudicial mediation", Maggioli Press, March 2007.

\*"Management of conflicts with mediation" - published in Internet at: [www.concilia.it](http://www.concilia.it).

\*"Criminal Mediation", June 2006, PLUS - Pisa University Press, co-author.

\*"A.D.R. procedures", in "<http://www.concilia.it/concilia-adr/procedure.htm>".

\*"Mediation and Conciliation. Application and Procedure of a New Profession", October 2004, PLUS - Pisa University Press, co-author.

\*"Extrajudicial Mediation. A Different Approach to Commercial Disputes Resolution", article, QUADERNI DI MEDIAZIONE, mediation magazine, year I, number I - SeptemberNovember 2005, Punto di Fuga Press, Cagliari.

\*"Mediation of Disputes: An Ancient Method With a Modern Heart", article, MEDIARES mediation magazine, n° 5/2005, January-June.

\*"Delays and Advantages of the Mediation Procedure", published in "Temi Romana", juridical magazine, n° 1/2005.

\*"The A.D.R. methods in the American experience", article published in Internet at <http://www.overlex.com/leggiarticolo.asp?id=974>.

\*"Professional Extrajudicial Mediation" article published in Internet at <http://www.overlex.com/leggiarticolo.asp?id=975>.

\*"International Private Law", Maggioli Press, May 2005.

\*"European Community Law", Maggioli Press, June 2005.

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