

living planet | BONN symposium | 23-27 May 2022

TAKING THE PULSE
OF OUR PLANET
FROM SPACE

A Career at ESA

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Head of ESA ESRIN Establishment

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Who am I...

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Hi, my name is
Simonetta Cheli

And I work at the
European Space Agency



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My Current Role at ESA...

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Director of Earth
Observation
Programmes and
Head of ESA ESRIN
Establishment



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Academic Background

- **Degree in Political Sciences/International Relations** in Florence with a thesis on the telecommunication satellites and international law at the UN in New York.
- **Law and Economic Studies** at Yale University/US (Aspen Institute).

Continued Studies and Self-Development

- **Japan Young Professional Study Programme** for CEC trainees.
- **Master Degree in Diplomatic and Strategic Studies** at CEDS (Centre d'études Diplomatiques Stratégiques) in Paris.
- **Continued development** in Management, Marketing, Leadership, Selection/Interviews, Presentations
- **Fluent in five languages** IT, EN, FR, ES, DE

My academic background and continued growth has helped a lot in my job at ESA

- Volunteer jobs at NGO's like Amnesty International and Clubs UNESCO.
- Worked at the **European Commission in Brussels** in the Cabinet of Commissioner for audio visual policy (1987-1988).
- Research Contract in Italy with CNR (Consiglio Nazionale delle Ricerche)

My first professional experience in Brussels helped me navigate ESA/EU relations for many years to come

➤ From 1988 to 1997

Director General's Cabinet – International Relations

ESA Headquarters (Paris, France)

➤ Responsible for ESA International Relations

- European Commission in Brussels
- Bilateral ESA/Japan Annual Meeting
- Negotiation with legal affairs on bilateral cooperation agreements with Central and Eastern European Countries
- Promotion of space related technologies through Cooperative programmes with Governmental, Regional and International organizations (CEC, Eutelsat, FAO, African development Bank, WEU, United Nations)

I got to experience the complex world of the European Union and learned to work in a European and International context

➤ From 1997 to 1999

Directorate of Strategy and International Relations

ESA Headquarters (Paris, France)

➤ Responsible for ESA Strategy

- Support Director General on ESA's strategy
- In charge of Relations with Member States of ESA and European organisations
- Advisory Board member of the United Nations Technical Commission VII – Resources and Environment Monitoring
- Representing ESA as observer in the Western European Union Parliamentary Assembly and Council of Europe

I learned to negotiate international agreements & work on projects outside of Europe (Africa/Japan)

➤ **From 1999 to 2007**

Directorate of Earth Observation Programmes
ESA ESRIN (Frascati, Rome)

➤ **Head of the Public and Institutional Relations Office**

- Institutional Relations and communication activities with Italy, Spain and Portugal
- Coordination of corporate communication activities of ESA, in the field of Earth Observation, Satellite Navigation and Telecommunications
- Communication activities for ESRIN and ESAC (Spain)
- Media relations, partnerships, ESA Web page
- Responsible for Exhibits, VIP visits, PR material
- Satellite launch communication campaigns (Artemis, Envisat, Swarm, Cryosat, GOCE, Giove B, etc.)

Here I learned about the fascinating world of Satellite Earth Observation

Taking on a New Role at ESRIN

I was representing ESA as a spokesperson and had to study in depth all projects & activities

From 2007 to 2017

- Directorate of Earth Observation Programmes
- ESA ESRIN (Frascati, Rome) ESA Headquarters (2015 to 2017)

Head of Coordination Office

- Relations with EU, European Organisations and ESA Member States
- Relations with Meteorological Organizations (Eumetsat, ECMWF, WMO)
- Coordination of International Relations for the Directorate and relations with International Organizations including CEOS and GEO
- Coordinating the Director's Office (preparation of Council, Ministerial meetings, etc.)
- Coordination of communication activities for the Directorate (meetings, launch campaigns, exhibits, VIP visits etc.)
- Representing ESA in International fora (e.g. UN, COP)
- Member of the European Commission GMES Advisory Committee and ESA joint undertaking

➤ From 2017 to 2021

Directorate of Earth Observation Programmes

ESA Headquarters (Paris, France)

➤ Head of Strategy, Programme & Coordination Office

- Manage team of 25 people over 4 ESA sites
- Reporting to the Director of EOP
- Coordinate relations with Members States and EU institutions
- Manage the Programme Board
- Prepare Council and Ministerial Council
- Manage EO international relations and communication
- Ensure the internal coordination in the EO Directorate



I learned to manage a team, interact with other directorates, and take stock of all I had done in the previous 20 years at ESA to plan the next step

A new challenge since January 2022

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- Tackle the priorities of 2022, including preparations of ESA summit and the Ministerial 2022
- Continue evolving in a cooperative European environment with long-term strategy vision
- Continue working at ESA in a job I enjoy and find stimulating



Director of EO
Programmes &
Head of ESRIN



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If you like Space...

If you like multi-cultural environments...

And intercultural exchanges...

If you want to cooperate internationally on
technology, science and innovation...

If you want to be at the centre of European
and worldwide challenges...

Then ESA is the place for you!

Then ESA is where you want to be!

Space is fascinating...

Space is a great place to work!

My Advise to You

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