

## WHO I AM

Born in Arzignano – Vicenza – Italy on December 1<sup>st</sup>, 1982 and experienced the World from Spain to Hong Kong, from Mexico to China, from Singapore to San Francisco.

Specialised in Sales and Marketing, passionate about travel, consumer behaviours and trends.

My mission is to support organizations to grow and result more competitive, expanding internationally and strengthening their Value Proposition, contributing to innovate their business models or solutions, as much as to build a corporate culture aligned with their values and vision.

I am dynamic and determined, result driven.

In love with new experiences, I never stop discovering, observing, absorbing. Learning and re-learning.

I have great communication and negotiation skills, thanks to my natural attitude to interpersonal relationships. I believe in the synergy arising from team-working and knowledge sharing, even being a very independent and autonomous person.



## MY PROFESSIONAL EXPERIENCE

### **International Marketing Executive | Brand Strategy – 2018 till date**

Supporting lifestyle and hospitality enterprises such as **Rocco Forte Hotels, Lungarno Collection, Marriott Group, Sunset Hospitality Group** and more to develop their Brands and reinforce their competitiveness in the international playground:

- Defining their market positioning and value proposition while entering new markets or segments;
- Developing activation plans and marketing initiatives to compete in their target markets;
- Business development – Identifying domestic and International growth opportunities;
- Nurturing relationships with Key Clients and prospects, inspiring regarding purpose and value of the projects;
- Establishing trusted connections with Corporate Strategic Partners – building up structured collaborations and partnerships;
- Acting as a strategic lead for multi-disciplinary teams creating a clear, insightful, and actionable direction to inspire creative thinking; provide information and perspective; share knowledge and expertise;
- Supporting strategic shift powered by innovation (service, products, solutions, business models);
- Managing Projects' P&L.

### **Global Brand manager @ Selle Italia – 2016 to 2018**

- Worldwide responsible for Sales & Marketing;
- Strategically reviewed the value proposition and market positioning of the lifestyle brands portfolio;
- Managed and developed a global network of partners and clients: key accounts, distributors, retailers;
- implemented a multichannel distribution – digital, trade and retail – able to deliver coherent value across all channels;
- Style lead – developed seasonal and capsule collections, special and limited editions.
- Communication head.

### **International Business development and Head of International Business Unit @ Warrant Group Srl – Italy | Mumbai, Hong Kong | China | Singapore | Mexico | Germany, 2010 to 2016**

- Supported Italian enterprises to establish their presence abroad, especially in Asia, Northern America and Central Europe – leading projects from business intelligence to strategy to implementation;
- Managed Institutional and PR activities related to the International Business Unit.

### **Asia Pacific Business Head @ Cielo Venezia 1270 Asia Pacific Ltd – Italy | Hong Kong, 2006 to 2010**

- Set up and run the CV1270's Hong Kong branch;
- Developed CV1270's presence in the Chinese and Asia-Pacific markets, negotiating new agreements with selected partners, distributors and retailers;
- Negotiated JV agreements with Chinese partners;
- Supervised the retail network in China;
- Coordinated Mexican and US branches; European agents, distributors and JV partners.

*Business Developer @ Worldlink to China Services – Shanghai, 2005 to 2006*  
*Market Analyst @ JLI Group – Shanghai, 2005*  
*Analyst & PR Manager @ China-Italy Chamber of Commerce – Guangzhou, 2005*  
*Journalist @ Inedita Veneta – 2001 to 2005*

### **MY LECTURER EXPERIENCE**

*Fashion Brand Management @ Accademia del Lusso – 2024*  
*Brand Design @ Accademia del Lusso – 2024*  
*Fashion & Luxury Marketing @ Accademia del Lusso – 2024*  
*Market Positioning @ Accademia del Lusso – 2023*  
*Fashion Start Up management @ Accademia del Lusso – 2023*  
*Design thinking @ Franklin University – 2023*  
*Entrepreneurship @ Università Politecnica delle Marche – 2021 – 2022 – 2023*  
*Business Innovation @ SUPSI – 2020 – 2021 – 2022 – 2023*  
*International Marketing @ USAC – 2016*

### **MY EDUCATION**

**The Power MBA Global – 2022**

**Master in Marketing Excellence – 2018**

**Post-graduate Executive Courses:**

- Innovation Management & Strategy @ WOBI – 2020
- High Impact Leadership @ University of Cambridge – 2020
- Luxury Brand Management in Emerging Countries @ SDA Bocconi – 2012
- How to re-invent the management: leadership workshop @ AP Ambrosetti – 2012
- Italian competitiveness in the International background @ AP Ambrosetti – 2012
- How to handle the change: leadership workshop @ AP Ambrosetti – 2012
- SMEs internationalization @ CUOA Business School – 2011
- How to become a leader @ Il Sole 24 Ore – 2011
- Transfer Price Policy @ J&M – 2010
- Marketing 2.0 Strategy @ 77 Agency Academy, London – 2010
- Cross Cultural management @ L'Impresa – Il Sole 24 Ore – 2010

**Marketing & Communication Degree @ University of Verona & Alicante – 2004** | 110 with honors/110

**International Trade & Commerce @ “L. Luzzatti” Business High-School – 2001** | 100/100

### **MY LANGUAGE SKILLS**

**Italian** – mother language;  
**English, Spanish** – fluent;  
**French** – good

*I herewith authorize my personal data use included in the present document, as defined by the law at art. 13 of D. Leg. 196/2003 and art. 13 of GDPR 679/16.*