

WHO I AM – IN A NUTSHELL

Born in Arzignano – VI – Italy on December 1st, 1982 and experienced the World from Alicante (Spain) to Hong Kong, from Mexico City to Shanghai, 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 innovating their Value Proposition, contributing to innovate their business models or solutions, as much as to build a corporate culture aligned with 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 aptitude 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 – April 2018 till date

Supporting luxury 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 the market positioning and Value Proposition of Hospitality and Lifestyle Brands entering new markets or segments;
- Developing activation plans and marketing initiatives for Brands and Corporations;
- Identifying business development opportunities (market development – collabs – partnerships);
- Managing of all sales & marketing assets;
- Identifying Critical Success Factors to compete in the target markets and translate them into strategies and actions;
- Supporting strategic shift powered by innovation (service, products, solutions, business models).

Specialisation:

- ⇒ HOSPITALITY
- ⇒ LIFESTYLE
- ⇒ LUXURY

Senior Business Innovation Consultant @ Futureberry – 2018 to 2020

Driving enterprises through transformation processes and Business Model Innovation (products, channels, etc.), leading employees' activation through capability building leveraging on human-centric innovation.

Key Responsibilities:

- Business development – Identifying Domestic and International growth opportunities;
- Establishing trusted connections with Corporate Strategic Partners – building up structured collaborations and partnerships;
- Taking on a pivotal leadership role across clients' projects of transformation and growth, helping to get the strategic vision and translating it into actionable programs;
- Nurturing relationships with Key Clients and prospects, inspiring regarding the purpose and value of the projects;
- Acting as a strategic lead for internal multi-disciplinary teams creating a clear, insightful, and actionable direction to inspire creative thinking; provide information and perspective; share knowledge and expertise;
- Managing Clients Projects' P&L.

Liason Officer @ Italian Chamber of Commerce in Singapore – 2018

- supporting the Chamber in Italy to design International expansion projects connecting Italy and South-East Asia.

Brand manager @ Selle Italia – 2016 to 2018

- Global responsibility of Sales & Marketing management at Selle Italia;
- Strategic review of the value proposition and market positioning of the lifestyle brands portfolio;
- International sales management – implementation of a multichannel distribution: digital, trade and retail;

- Style lead – development of 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 City | Germany, 2010 to 2016

- Supporting Italian enterprises to establish their presence abroad, specially in Asia, North America and Central Europe – from business intelligence to strategy to implementation;
- Management of 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 management of the CV1270's Hong Kong branch
- China and Asia-Pacific Region Business Development
- Negotiation of JV agreement with Chinese partners
- Supervision of retail stores in China
- Coordination of agents, distributors and JV partners in Europe

Business Developer @ Worldlink to China Services – Shanghai, 2005 to 2006

Market Analyst @ JIJ Group – Shanghai, 2005

Analyst & PR Manager @ China-Italy Chamber of Commerce – Canton, 2005

Journalist @ Inedita Veneta – 2001 to 2005

MY LECTURER EXPERIENCE

Market and Positioning @ Accademia del Lusso – Milano, 2023

Fashion Start Up management @ Accademia del Lusso – Milano, 2023

Design thinking for Crypto Innovation @ Franklin University – Lugano, 2023

Entrepreneurship from design thinking @ Università Politecnica delle Marche – Ancona, 2021 – 2022 – 2023

Business Innovation @ SUPSI – Lugano, 2020 – 2021 – 2022 – 2023

International Marketing @ USAC – Verona, 2016

MY EDUCATION

The Power MBA Global – 2020 to 2022

Master in Marketing Excellence – 2017 to 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 – 2001 to 2004 | 110 with honors/110

International Trade & Commerce @ "L. Luzzatti" Business High-School – 1996- 2001 | 100/100

MY SPOKEN LANGUAGES

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.