

WHO I AM

Born in Italy and experienced around the world, from Spain to Hong Kong, from Mexico to China, from Singapore to Bali.

Specialised in Business Development and Marketing, crafting and implementing lifestyle memorable experiences.

My mission is to support organizations to grow and result more competitive locally and internationally, strengthening their value proposition and communicating it effectively to their target audiences.

I am dynamic and determined, result driven. Flexible and adaptable, having lived and worked in different countries, cultures and contexts.

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.



PROFESSIONAL EXPERIENCE

Head of Marketing, Brand & Business development Director @ Tavolo Group – 2024-2025

- Designing hospitality brand concepts that are distinguishable in Bali's competitive environment, aiming to be relevant for both local (expat and resident) communities and appealing to international travelers;
- Orchestrating brand creatives with insightful guidelines, developing storytelling for brands able to engage with the right audience;
- Lead and coordinate the marketing team to develop integrated campaigns that build brand awareness, drive leads, and increase direct bookings; ensure high-quality assets are produced in line with brand positioning and hospitality goals.
- Work closely with the F&B outlets, including general managers and sales personnel, to ensure the delivered customer experience is in line with defined Brand strategies;
- Monitor and assess the effectiveness of campaigns, making data-driven adjustments to maximize ROI;
- Conduct detailed market research to identify target audiences, industry trends, and competitor analysis, using insights to refine marketing efforts and explore new opportunities within the hospitality sector.

International Sales & Marketing Executive and founder of The Experience Alchemist – 2018-2024

Supported lifestyle and hospitality enterprises such as **Rocco Forte Hotels, Lungarno Collection, Marriott Group, Sunset Hospitality Group, Westmont Hospitality, Omnan Group, Colle Massari Wines, Tearose Group, Bridge Panarea, Kiton** and more to strengthen their Brands and reinforce their competitiveness in Italy and 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-cultural and multi-disciplinary teams creating a clear, insightful, and actionable direction to inspire creative thinking; provide information and perspective; share knowledge and expertise;
- Managing Projects' P&L according to agreed KPIs.

Key achievements: launched Portrait Milano, relaunched Westin's Lounge and activated the local community, developed the concept of Rocco Forte House Club, developed a 3Y growth strategy for Kiton (obj. 50% sales increase), developed the Club & Restaurant concept Luum in London, launched and run the Bridge Boutique Lounge Bar & Restaurant in the upscale island of Panarea.

Global Brand manager @ Selle Italia – 2016 to 2018

- Worldwide responsible for Sales development & Marketing Strategy – 30% sales increase YoY;
- Managed and developed a global network of partners and clients: key accounts, distributors, retailers – activated 20 new distribution clients;

- Implemented a multichannel distribution – digital, trade and retail – able to deliver coherent value across all channels;
- Strategically reviewed the value proposition and market positioning of the lifestyle brands portfolio;
- 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 more than 50 Italian enterprises to establish their presence abroad, especially in Asia, Northern America and Central Europe – leading projects from business intelligence to strategy to implementation;
- Developed a new international network of BU strategic partners to deliver advisory services;
- 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 aimed at opening and management of 3 retail stores in PRC;
- Coordinated Mexican and US branches; European agents, distributors and JV partners.

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

Market Analyst @ JIJ Group – Shanghai, 2005

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

Journalist @ Inedita Veneta – 2001 to 2005

LECTURER EXPERIENCE

Fashion Brand Management @ Accademia del Lusso – 2024

Brand Design @ Accademia del Lusso – 2024

Fashion Digital Marketing @ Accademia del Lusso – 2024

Digital Sales Strategy Communication @ Accademia del Lusso – 2024

Cultural Marketing @ Accademia del Lusso – 2024

Media Phenomenology @ 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

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

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.