

## WHO I AM

Born in Italy and experienced the world from Spain to Hong Kong, from Mexico to China, from Singapore to San Francisco and Bali. Specialised in Sales and Marketing, lifestyle memorable experiences craft and launch.

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 targets.

I am dynamic and determined, result driven. Flexible and adaptable, having lived and worked in different Countries 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 till date**

- Developing Brand concepts able to stand out in the context of Bali, result meaningful for locals (expats, residents) as much as attractive for international travellers;
- Orchestrating brand creatives with insightful guidelines, develop storytelling for brands able to engage with the right audience;
- Leading and coordinating the corporate marketing team to ensure the development of integrated marketing campaigns aimed at generating Brand awareness, leads and direct bookings; ensuring the production of high-quality assets that align with Brand positioning and hospitality objectives;
- 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.*