



Professional Experience

Istituto Europeo di Design – Milan

February 2003

The biggest European educational network in fashion, industrial design, visual arts and marketing & communication. More than 9 locations worldwide with more than 8000 students and 50 million revenue.

China Project Leader

Responsible, reporting directly to the COO, of the start up project of the IED Shanghai and IED Hong Kong branches

- Feasibility study and strategic plan
- Preliminary business plan
- Research and partners selection
- Development of relationships with, Associations, opinion leader, journalist and Government bodies

Director IED Moda Lab

Fashion school with more than 800 students and 5,5 million euro revenue. Full responsibility for bottom line factors, included P&L management, strategic marketing planning, business development, sales forecasting, personnel management, product development and management

- Increased revenue by 15% the first year
- Overshoot budget by 10% the first year
- Increased contribution margin from 18% to 22% the first year

Vice director

- Restructured and coordinated two master courses that brought to increase students from 16 to 60 in two years and revenue from € 190.000 to € 720.000

Destiny USA – Syracuse (NY)

May 2004 – January 2006

Project for the construction of the biggest “destination center” in the world. \$ 20 billion investment by 2008, 75 million square feet, 60,000 hotel rooms, 850 retail & dining

Marketing consultant

- Introduce DestiNY USA in the Italian fashion community
- Closed contract with potential fashion tenants
- Closed partnership with Assoarredo and Federlegno

Marketing Consultant

April 2002 – February 2003

- **Lowell Shoe, Inc.** New Hampshire USA - an HHBrown division (Berkshire Hathaway, Inc.) with over 500 million US\$ in revenue
- **De Plano Group** (New York) Communication Consulting Company with offices in Milan and London
- **A Moda** (Scarperia – Florence) apparel production and distribution Company with more than 20 million euro revenue

Fashionweb.net S.p.a.

2000 – April 2002

High technology start up company which offers the ultimate B2B video streaming protected services for the fashion sector.

Sales and Marketing Manager

reporting directly to the CEO, responsible for sales, defining product offering and new business opportunity, sales tools and advertising campaign, manage client relationships

- Created company presentation and sales tools (multilingual CD-rom and brochure)
- Established international networking in the fashion community
- Opened new business opportunities in non fashion related sectors

Versace Group – GiVi Moda USA New York

1998 - 2000

Versace Group Holding Company for retail and distribution in NAFTA market

Marketing Director

1999 - 2000

reporting directly to the CEO. Created and implemented Versace USA Marketing Division in order to support Versace retail and distribution companies to develop sales and distribution strategies for Versace lines in the NAFTA market

- Completed Marketing Department set up and hiring in 8 months
- Created and implemented trade marketing plans for Versace direct stores and franchisee channels
- Created and implemented marketing data base for the Versace business in the NAFTA area that enabled an increase in budgeting accuracy by 10%
- Marketing research activities regarding competitive pricing, product offering and distribution.
- Implemented local advertising plan for NAFTA market, increasing the budget by 15% the first season
- Negotiated new distribution and franchising contracts

- Introduced new pricing procedure that resulted in an increase of wholesale margins by 5%

Marketing Manager

1998- 1999

in charge of coordinating GV Distribution (one of the Versace USA Group distribution companies) sales activities and budgeting for 6 sales representatives, 5 lines of distribution worth more than 20 million US\$ in revenue

- Increased Versace Sport revenue by 20% by adding 8 new points of sale
- Introduced Versace First line representative position that resulted in a 10% increase of wholesale revenue

Emisphere Srl, Milano

1995 – 1998

Strategic Marketing Consulting Company for the branding of luxury goods

Marketing Executive

1996 – 1998

- Acquired and managed client advertising budget
- Developed trade marketing strategy for the multibrand stores channel that helped the client (**F.lli Corneliani S.p.a.**) to increase revenue by 10% and visibility in 50 new store windows
- Created and conducted sales training programs that resulted in an 8% increase in sales performance the first season it was introduced

Junior Marketing Manager

1995 – 1996

- Created and implemented the marketing research office in order to support strategic marketing activities
- Collaborating with Senior partners to present project to contracted company's management

Education

Bachelor of science in Business & Administration Management – Cattolica University Milan 1996

Maturità Classica – Liceo Zucchi Monza 1985

Languages

Italian – Mother tongue

English – Fluent

Spanish – Fluent