

# FRANCESCA BROGGI

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Seasoned marketing professional with 12+ years of experience in multiple industries. Results-driven leader with solid history of success in designing and executing innovative marketing campaigns, acquiring new customers, managing P&L. Expert in assessing, analyzing and deeply understanding market and financial data to create effective media budgets. Persuasive negotiator with strong people management skills. Built and maintained relationships with internal and external clients, designed go-to-market strategies for services and products across regions.

## PROFESSIONAL EXPERIENCE

### 2023 – TO DATE | SPORTITALIA | SWITZERLAND | MARKETING, NEW BUSINESS AND SPECIAL PROJECTS DIRECTOR

- Designed and executed the annual marketing strategy in order to increase sales, acquire new partners and increase marginality
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Secured supplier relationships, negotiations and on boarding process (negotiation, contract, payment)

### 2020-2023 | BETSSON GROUP | MALTA & SWITZERLAND | HEAD OF MARKETING, MEDIA, DIGITAL, SPONSORSHIPS & ACQUISITION

- Led the Italian marketing team (7 people plus external total 25 people)
- Partnered with Ac Milan, Fc Internazionale, SSC Napoli, As Roma, Sassuolo Calcio, Torino FC, US Salernitana & Palermo FC
- P&L responsibility, including annual budget for Italy (more than 11 million euros annually)
- Designed and executed the annual marketing strategy in order to increase sales, acquire new players and increase marginality
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Secured supplier relationships, negotiations and on boarding process (negotiation, contract, payment)
- Developed media, digital and OOH campaigns with internal and external stakeholders
- Established departmental policies, yearly objectives, areas of opportunity and goals related to sales and budgeting.

#### ACHIEVEMENTS:

- StarCasino.sport: Marketing campaign of the year 2022 – EGR Awards 2022
- New brand launches: Bingo!, StarCasino.sport & StarCasino.gratis
- Euro2020 La Rivincita campaign more than 10 million people reached (3.2M views on YouTube)
- StarCasino.sport Marketing Campaign of the year and socially responsible campaign of the year 2020 – EGR Awards 2020
- StarCasino.gratis In-house product innovation – EGR Awards 2020
- StarCasino: best casino 2020 – EGR Awards 2020

### 2017-2019 | PUIG | ITALY | SENIOR BRAND, MEDIA & DIGITAL MANAGER PACO RABANNE

- Led media and "Paco Rabanne" brand teams (2 people)
- Developed marketing plans from scratches, recommended brand strategy and prioritized Trade/Marketing calendar
- Prepared business plans and proposed action plans with P&L impact assessment
- Created Media and Digital Plans Management / Agency Coordination / International approval/ direct contact with media vendor
- Analyzed data and prepared internal and external presentations (i.e Launches, formats, prices, competition)

#### ACHIEVEMENTS:

- TramRabanne: Project of the year 2017 - 33k samples, 11k people involved, 6mio people reached through social media
- TramRabanne: Press & Outdoor key award 2018
- New Launches and extensions: Pure XS, 1 Million / Lady Million Lucky, Invictus / Olympea Aqua

### 2015-2016 | WHIRLPOOL CORPORATION EMEA | ITALY | PRODUCT MANAGER COOKING BUILT-IN – OVEN AND MICROWAVES

- Defined brand architecture, including all company brands
- Managed projects from ideation phase to mass production, coordinating cross-functional teams across all EMEA region
- Led cost reduction initiatives, managing smooth product change market introduction
- Secured product availability, coordinating phase in/out & factory ramp up at market level
- Contributed in the effective transformation of consumer, marketing and trade requirements into physical product solutions

### 2013-2014 | THE COCA COLA COMPANY | ITALY | JUNIOR BRAND MANAGER FANTA, SPRITE & KINLEY

- Created Marketing strategic framework definition & amplification in accordance with brand strategies & BP priorities
- Cooperated and worked closely with communications team to develop marketing strategies to boost brand awareness
- Planned, implemented and tracked sales and marketing strategies to promote brand products
- Developed all the marketing platforms according to local consumers' needs
- Oversaw product planning and demand management on monthly basis in order to maintain adequate product levels

#### ACHIEVEMENTS:

- Sprite consumer promotion leveraging NBA (15K+ POS Activated)
- Sprite & NBA asset management: 2014 NBA 3X Street Basket tour across Italy coordination
- Fanta consumer promotion leveraging "Amici" (20K+ POS activated)
- NPD: Fanta Raspberry-Passion Fruit seasonal flavor launch
- Jan 2014: Fanta Lemon awarded "Product of the Year 2014"
- Brand Launched: Kinley Bitter Lemon & Tonic Water

### 2012-2012 | TEDDY SPA | ITALY | MARKETING ASSOCIATE

- Designed from scratch of "Terranova cosmetics" project, including market and competitive scenario analyses, partnerships screening, ...

## EDUCATION

2011 - 2013 | Msc Marketing Management | Bocconi University | 108/110  
2008 - 2011 | Bachelor of Science, Business Administration and Management | Bocconi University

## ADDITIONAL INFORMATION

- IELTS Academic: C2
- European Computer Driving License base certification - average score: 95%
- 4xL Leadership program

**LANGUAGES** Italian native, English bilingual, Spanish and French good working knowledge