

GIANLUCA LEONARDI

Country Manager | Digital & Programmatic Advertising

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Business Development & Go-to-Market · Programmatic & Digital Advertising · Media Planning & Agency Relations · Digital Transformation & Growth Hacking · Team Leadership & Stakeholder Management · Strategic Commercial Planning

EXECUTIVE SUMMARY

High-impact Commercial Leader with over 15 years of excellence in scaling AdTech startups and managing multi-market operations across the EMEA region (Italy, Spain, France, UK). Expert in transforming territories into profit centers by leveraging a powerful network across the entire advertising ecosystem:

- **Agencies & Media Hubs (Tier 1-2-3):** Deep-rooted relationships with global giants such as GroupM, Publicis, Dentsu, OMD, WPP, Havas Media, and Wavemaker
- **Trading Desks:** Strategic partner for top-tier desks including Xaxis, Amnet, Accuen, Affiperf, Vivaki, and Simple Agency
- **Brand & Portfolio:** Proven track record of delivering +20% YoY growth through direct-to-brand negotiations and high-stakes programmatic deals
- **Leadership:** Orchestrated cross-functional teams of up to 14 professionals, reporting directly to international HQs and Holding companies

PROFESSIONAL EXPERIENCE

Country Manager (Italy & Spain) | LIVESCORE | 2022 – 2025

- **Market Leadership:** Spearheaded the commercial roadmap for the Italian and Spanish markets, reporting directly to the UK Holding
- **Performance Engine:** Drove 20% annual revenue growth by securing high-stakes deals with top-tier global brands
- **Programmatic Excellence:** Negotiated framework agreements with major Trading Desks (Xaxis, Amnet, Apex) to maximize RTB yields and inventory monetization

Country Manager (Italy) | VIDEOOMY | 2021 – 2022

- **Greenfield Startup:** Founded the Italian branch from the ground up, positioning the brand as a dominant force in the Programmatic Video space within 12 months
- **Key Account Acquisition:** Captured and managed massive budgets from global advertisers through preferential relationships with WPP and Dentsu agency hubs
- **Execution:** Full P&L responsibility, defining the national sales strategy for CPM/CPV models

Head of Digital & Programmatic | SHAA | 2015 – 2020

- **International Scale-up:** Directed business development for both domestic and international markets (UK, France)
- **ROI Optimization:** Monitored and refined RTB campaign KPIs (CVR, IR, CTR) to ensure industry-leading performance for Premium clients
- **Team Building:** Recruited and mentored a high-performance sales force, fostering a culture of excellence

Digital Commercial Manager | QUOTIDIANO.NET | 2014 – 2015

- **Territorial Growth:** Owned the business development strategy for the South-Central Italian market, focusing on Native Advertising and Social Media integration
- **Sales Operations:** Managed a team of 3, coordinating high-level negotiations with national media centers

Digital Sales Manager | IL MESSAGGERO | 2011 – 2014

- Scale Management: Led a massive organization of 18 headcounts. Defined regional sales systems and monetized audiences through strategic affiliate platform integrations (Criteo, Tradedoubler)

Web Specialist | Repubblica.it – 2011

- Focused on digital network planning and sales structure optimization for Italy's leading news platform

Business Development Manager | LE GUIDE GROUP (France/Italy) | 2009 – 2010

- Spearheaded the GTM strategy for the Italian market across multiple platforms (PagineGialle, Dooyoo)
- Orchestrated large-scale affiliate marketing strategies (CPA, CPS, CPC) via Tradedoubler, Criteo, and Zanox

Project Manager | LCT PARIS (France) | 2008

- Led international marketing and communication projects for exhibitions and corporate events in the French market

International Project Assistant | IFAD – UNITED NATIONS (Rome) | 2004 – 2006

- Managed cross-functional communication projects and offline advertising campaigns for international awareness programs

Business Language Consultant | INLINGUA BUSINESS SCHOOL | 2007

- Strategic English/French consultant for top-tier institutions including BNL BNP Paribas and the Ministry of Economics and Finance

EDUCATION & CERTIFICATIONS

2024 | IAB Academy: Data, Cookies & “The Post-Cookie Era” Certification

2017 | IAB Academy: Programmatic Advertising Specialist Certification

2013 | Il Sole 24 Ore Business School: Master in Marketing & Digital Communication (Milan, Italy)

Advanced Executive Training: Continuous professional development in GTM strategies, Revenue Operations, and International Business Management

TECH STACK & DIGITAL FLUENCY

Sales & CRM: Salesforce (Power User), HubSpot, LinkedIn Sales Navigator, Pipedrive

AdTech Ecosystem: Google Ad Manager (GAM), DoubleClick, OAS, RTB Monitoring & Analytics Tools

Data & Strategy: DMP/DSP/SSP platforms, Google Analytics, Advanced MS Office Suite (Excel, PowerPoint)

Collaboration: Slack, Microsoft Teams, Trello, Zoom/Global Conferencing Tools

LANGUAGES

- **Italian & English:** Native / Bilingual Proficiency
- **French:** Bilingual Proficiency (C2 Level)
- **Spanish:** Professional Working Proficiency