



[edoardo.giacone@msxi.com](mailto:edoardo.giacone@msxi.com)

[LinkedIn](#)

Personal Details:

Italian • Savigliano (CN) • Male • Married

## **CEO / Managing Director / COO / Country Director / Sales Director**

**Growth-focused and highly dynamic professional with extensive experience in overseeing sales / business operations, propelling marketing strategies, and developing new brands within competitive markets**

Well-versed in driving revenue through consumer engagement and expanding brand's reach. Instrumental at transforming customer service standards and establishing marketing goals, as well as directing and inspiring wider team contributions toward business growth. Adept at creating compelling / innovative narratives as per brand message to boost visibility, consumer retention, and ROI. Expert at identifying and securing partnerships with top-tier regional, national, and global brands. Strategic leader for developing and leading top-performing operational and sales teams. Intuitive individual with customer-centric attitude and excellent communication, interpersonal, and decision-making skills.

## **Areas of Expertise**

- Sales & Marketing
- Start-up Business Management
- Market Trends Research
- New Brand Development
- Team Training & Leadership
- Complex Issues Resolution
- Strategic Planning & Execution
- Creative Marketing Campaigns
- Cost Control / Revenue Growth

---

## **Accomplishments**

- Earned position as football referee during tenure in UK.
- Recognized as first referee belonging to London Football Association to advance three levels in a single season, from level 7 to level 4.

---

## **Career Experience**

### **Business Director, MSX International, Rome, Italy 2023 – Present**

Acting, on behalf of MSX International, as Managing Director of a recently acquired, Italian based, company: The Academy. Overseeing all day-to-day operations, I completed a full turnaround of the business in less than 6 months.

- Developed a new vision and implemented a brand-new organization.
- Internationalized the Company: signed the biggest contract of the history of the Company with the 3rd biggest dealer group in Europe with a total turnover of 15B€.

- Exceeded the Company's budgets and targets for the first time in 3 years, while severely cutting costs and waste.

### **Owner, Villa Armena, Luxury Relais, Buonconvento, Italy 2011 – 2024**

Appear in all major international publications. Oversee all day-to-day operations of business through effective planning. Mentor and encourage employees for efficiently performing daily business functions.

- Purchased run-down Renaissance villa in Tuscany and restructured into one of the most important hotels across region.
- Received every award available in tourism industry.
- Coordinated with world's most prestigious and high-end travel operators; recognized as one of 100 best hotels in world by Fodors.

---

## **Relevant Experience**

---

### **Co-Founder & CEO, S! The Agency, Florence, Italy 2020 - 2021**

Created the company from ground up to opening a subsidiary in Denmark in 6 months, found sponsorship deals for big starts of the football world such as Antonio Conte (Powerade ad campaign), signed contracts to represent major Olympic champions such as Fiona May or top coaches/former top players such as Juventus' legend Mauro Camoranesi or Paolo Di Canio.

- Developed the business from zero.
- Created an Org. Chart to fully cover the Italian market.
- Open a branch in Denmark and on the way to open one in UK.

### **European Importers Sales & Marketing Director, CNH, Turin, Italy 2008 - 2011**

Developed region from ground up to best performing one; achieved all set targets for three years and managed gross / net sales, % margin, and SG&A. Served in incredibly flexible hours (on the road at least 3/4 days per week).

- Led 15-people team and oversaw turnover of 600M\$ and 22 multiple countries, from Scandinavia to Greece.

### **UK & ROI Sales & Marketing Director, CNH, Basildon, UK, 2006 - 2008**

Built brand-new sales team by hiring individuals from top competitors. Supported closure of Company's then-largest depot in world (with over 1.2M part numbers stocked), at the same time, opened brand new, cutting-edge regional depot in Daventry.

- Revitalized dormant and underperforming dealer network, destroying abhorrent 'we've always done it that way' culture.
- Improved worst into best one in Europe market by meeting and surpassing all defined targets.

## **After Sales Marketing Manager UK & ROI, CNH, Basildon, UK**

Learned new skills quickly and implemented in daily tasks for improving efficiency and productivity. Spearheaded day-day-day duties in accurate and efficient manner.

- Leveraged critical thinking skills to solve problems, evaluate best solutions, and make decisions.

---

## **Education**

### **Economia Aziendale: Economics**

Università Degli Studi Di Torino, Turin

### **High School Diploma**

Southbank International School, London

---

## **Languages**

English & Italian – Mother tongue