

MARTA NAPPO



CMO | Chief Sales Officer | Chief Growth Officer | Business Development Executive

International B2B | Multinational & Export-Driven Companies

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EXECUTIVE SUMMARY

Executive leader with 20+ years of experience driving **growth, market expansion and brand positioning** in **multinational and export-oriented B2B organizations** across **NAFTA, EMEA and APAC**. Proven track record as **CMO, Global Marketing & Business Development Director and Sales Leader**, with P&L exposure, Board-level interaction and responsibility for large international teams and budgets.

Expert in **go-to-market strategy, commercial and revenue acceleration, strategic partnerships, international business development, and digital-led growth** in complex industries (Automotive, Payments & Identity, Financial Services, Industrial & Mobility, Technology). Fluent in English and French. Strong leadership style combining strategic vision, execution rigor and people development.

Target roles: CMO | Chief Sales Officer | Chief Growth Officer | Business Development Director | Commercial Director

CORE COMPETENCIES

- Growth Strategy & Go-To-Market
- International Business Development
- Revenue & Sales Enablement
- Global Marketing Strategy (ATL/BTL/Digital)
- Brand Positioning & Rebranding
- Strategic Partnerships & Alliances
- Market Entry & Expansion
- Pricing & Commercial Policy
- Digital Marketing & Lead Generation
- CRM, Marketing Automation & Data-Driven Decisions
- P&L & Budget Management (€0.6M–€20M+)
- Board & C-Level Stakeholder Management
- Multicultural & Remote Team Leadership
- Sustainability & ESG Integration

PROFESSIONAL EXPERIENCE

IDENTIS S.A. – Payment & Secure Identity Solutions

Chief Marketing Officer | 2025

Scope: Global | Banking & Identity Solutions

Key Contributions

- Defined and executed **global marketing and brand strategy**, including full **group rebranding** and launch of new business lines.
- Managed **€1.6M marketing & communications budget** with full accountability.
- Built and scaled the global marketing team and processes across group companies.
- Led **digital demand generation**, social media strategy and high-impact international events.
- Partnered closely with Sales on targets, campaigns and sales enablement tools.

Key Results

- Group rebranding delivered **end-to-end in 6 months**.
- Best-ever Trustech exhibition: **~300 qualified leads** and **1 major contract closed**.
- First structured digital lead generation campaigns launched globally

PANINI S.p.A. – Information Technology Division

Global Strategic Marketing & Business Development Director | 2024 – 2025

Scope: Global | EMEA & APAC Sales Responsibility

Key Contributions

- Defined **global strategic business plans** for core business and new **Biometric Identity solutions**.
- Led **market intelligence, competitive benchmarking and macroeconomic analysis**.
- Closed strategic partnerships to enter the **biometric authentication market**.
- Oversaw **global marketing, brand and communication strategy**.
- Direct sales management for **EMEA & APAC** (direct and channel).

Key Results

- Opened a **new global business line** (Biometric Authentication).
- Revenue growth in managed regions from **€3.8M (2023) to €6.2M (2025)** with stable profitability.
- Delivered **3 Proof of Concepts** ready to scale in USA and Taiwan.
- Led team development resulting in promotion to **US leadership team**.
- PEF Award for a training and volunteering activity designed and carried out in 2024 (ESG)

IMMENT (FinTech) & THE SPIRITUAL MACHINE (FoodTech)

Startup Advisor – Sales, Marketing & Business Development | 2023

- Go-to-market strategy, brand positioning and digital marketing.
- Investor pitch preparation and fundraising support.
- Commercial strategy and partnership development

IVECO S.p.A.

Asia Marketing & Business Development Director | 2021 – 2023

Scope: APAC | Trucks, Bus & Customer Services

Key Contributions

- Defined **regional growth strategy**, sales targets and pricing policies.
- Managed **€13M marketing budget**.
- Led digital transformation projects (CRM, social listening, lead management).
- Oversaw brand, communications and major international exhibitions.

Key Results

- Vehicle sales increased from **9,100 (2021)** to **9,927 (2022)** despite Russia exit.
- EBIT adjusted growth from **€64.6M** to **€93.8M** (+9.6% YoY profitability)

IVECO GROUP N.V.

Asia Sustainability Leader | 2022 – 2023

- Coordinated sustainability initiatives across APAC markets.
- Allocated and monitored budgets supporting ESG and sustainability reporting.

CNH Industrial Financial Services

EMEA Marketing Director & Alternate Board Member – CNH Capital Europe | 2015 – 2021

Key Contributions

- Led regional marketing for **Commercial & Retail Lending**.
- Designed pricing, governance and performance management frameworks.
- Delivered major transformation projects (e-signature, CRM, e-commerce, circular economy finance).

Key Results

- Managed **€20M marketing budget**.
- Achieved **+85 bps DGM** on ancillary products.
- Launched bundled financial offers for Iveco brand

IVECO S.p.A. – Previous Roles (2004 – 2015)

Global Used Vehicles Business Development & Marketing Director

UK & Ireland Marketing Director

Italy Commercial Logistics Manager

District Sales Manager

Used Vehicles Marketing Manager

Selected Achievements

- +20% YoY lead generation and +5% residual value increase (Used Vehicles).
- Market share growth across Light, Medium and Heavy ranges in UK & Ireland.
- Successful CRM, dealer network and digital transformation initiatives

EDUCATION & EXECUTIVE PROGRAMS

- **Master Degree in Economics**, University of Genoa – 110/110 cum laude
- **Sales Management Academy**, SDA Bocconi
- **Harvard ManageMentor Program**
- **Women on Board**, Manager Italia & Federmanager
- **SIA Course for SMEs**, Fondirigenti

LANGUAGES

- Italian: Native
- English: Fluent
- French: Intermediate
- Spanish: Basic

BOARD, SPEAKING & AFFILIATIONS

- Board Member – Piccoli Cantori di Torino
- Speaker & Mentor – WomenXImpact, World Marketing Summit (with P. Kotler)
- Federmanager: National & Automotive Committees

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