

MICHELANGELO MAFFUCCI

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A **dynamic Marketing and Business Development Manager** with extensive experience in multinational companies, specializing in **Customer Value Management (CVM)**.

I have a proven track record of defining and executing CVM strategies that drive revenue growth and improve sales performance. My expertise includes go-to-market and digital strategies, customer experience (CX), user experience (UX), and developing new propositions. I'm known for my strategic thinking, commercial acumen, and leadership, and I thrive in fast-paced environments. I am a strong communicator and a team leader dedicated to motivating teams and achieving organizational objectives.

Executive MBA @ Rotterdam School of Management, Erasmus University

EXPERIENCE

DIGITAL	Head of Customer Value Management, Pricing & Promotion <i>Italiaonline</i>	Jun 2022 – present <i>Milan, Italy</i>
	<ul style="list-style-type: none">▪ Go-to-Market Strategy: I oversee the comprehensive go-to-market planning, which has successfully accelerated revenue growth and increased market share.▪ Sales & Business Development: I am responsible for new business development and optimizing customer value through the effective management of my team's prospecting, cross-selling, and targeted sales initiatives;▪ Retention & Customer Lifecycle: I manage the implementation of data-driven retention strategies, which have significantly reduced churn and boosted customer lifetime value;▪ Pricing & Profitability: I am accountable for the development and execution of pricing and promotional strategies that ensure optimal profitability and sustained revenue growth.	
	Customer Marketing Manager <i>Sky Italia</i>	Jul 2020 – Jun 2022 <i>Milan, Italy</i>
	<ul style="list-style-type: none">▪ Managed direct customer marketing strategy, achieving the best churn rate in company history.▪ Optimized contact plans by collaborating with the Customer Interaction team.▪ Led the development and execution of integrated customer campaigns.▪ Defined and implemented quarterly outbound marketing plan budgets.	
TELCO	Senior Product Marketing Manager <i>Vodafone</i>	Jan 2018 – Jun 2020 <i>Milan, Italy</i>
	<ul style="list-style-type: none">▪ Directed strategic marketing plans for voice, data, and convergent offers within the SoHo segment.▪ Utilized quantitative and qualitative insights for marketing plans and execution.▪ Defined and implemented Go to Market and Go to sales strategies.▪ Led successful marketing campaigns balancing strategic and tactical goals.	
	Marketing & Business Development Manager EMEA <i>Bemis Manufacturing Company</i>	Mar 2015 – Apr 2017 <i>Amsterdam, The Netherlands</i>
RETAIL	<ul style="list-style-type: none">▪ Executed the EMEA strategic plan with a clearly defined annual roadmap.▪ Developed new prospect and target sales funnels, building a robust active business pipeline.▪ Established marketing dynamics and drove development across multiple sales channels.▪ Conducted competitive strategic analysis and consumer segmentation, driving E-commerce growth by 6%.▪ Maintained and nurtured relationships with major DIY retailers (e.g., LeRoy Merlin), wholesalers, and E-commerce giants (e.g., Amazon).	
TELCO	*Senior Product Marketing Manager* <i>Wind Telecomunicazioni S.p.A.</i>	Feb 2013 - Mar 2015 <i>Rome, Italy</i>
	<ul style="list-style-type: none">▪ Developed and implemented comprehensive marketing strategies for prepaid offers and custom digital initiatives.	

- AUTOMOTIVE**
- Defined customer experience (CX) frameworks, managed product pricing, crafted selling propositions, and conducted market research.
 - Led the Member Get Member UX launch through digital channels via the MyWind app, achieving a 20% growth in Google Analytics metrics.
 - Managed the Wind Tool Coupon initiative, driving viral marketing activities across social networks.

Product Marketing Manager CRM

Dec 2008 – Jan 2013

Rome, Italy

- Defined, planned, and monitored upselling, caring, and retention CRM campaigns.
- Increased customer loyalty through real-time engagement, achieving a 5% reduction in churn.
- Executed direct mail and email marketing campaigns to targeted customers.
- Developed and implemented communication strategies and customer experience (CX) initiatives across all channels.

Dealer Service Analyst

Ford Motor Company

Dec 2007 – Nov 2008

Rome, Italy

- Assessed funding practices and maintained relationships with dealers in Northern Italy.
- Determined financial eligibility and arranged financing and insurance for qualified customers.
- Performed data mining and managed promotional material orders for dealers.

EDUCATION

Executive MBA, Master of Business Administration (M.B.A.)

Feb 2014 – Mar 2016

Rotterdam School of Management, Erasmus University

Rotterdam, The Netherlands

Master's degree in Management & Business Strategies

Oct 2012 – Apr 2013

Master's degree in Project Management

Jun 2012 – Oct 2012

Il Sole 24 Ore Business School

Rome, Italy

Master's degree in Marketing and Market Research

Oct 2002 – Oct 2007

University of Pisa

Pisa, Italy

Final grade 110/110 magna cum laude

LANGUAGES

Italian: Native proficiency, English: professional working proficiency

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