

Giovanni Azzoni

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PROFESSIONAL SUMMARY

Trilingual Market Strategy Analyst with a proven track record in elevating high-end brands through data-driven solutions. At EssilorLuxottica, I engineered digital tools that refined customer targeting, innovated luxury product launches, and maintained forecasting accuracy below 5%. Skilled in competitive intelligence, market insights, and strategic planning, I consistently secure 90%+ approval on recommendations. Adept at transforming complex data into actionable insights, I focus on preserving brand equity and driving sustainable growth across multiple markets and channels.

WORK EXPERIENCE

ESSILORLUXOTTICA S.A.

Milan, Italy | 07/2021 - Present

Market Strategy Analyst | Full-time

- **Client & Product Performance Insights:** Conducted and presented ad-hoc analyses to explain behaviors, identify performance drivers, and support strategic decisions for various stakeholders (e.g. Top Management, Merchandising, etc.).
- **Selective Brand Growth Strategy:** Engineered a 70+ metrics client profiling and selection model ensuring selective distribution, sales force optimization and target achievement for 5+ high-end brands (e.g. Moncler, Armani & B. Cucinelli).
- **Strategic Customer Targeting:** Developed a digital geo-targeting tool guiding 50+ U.S. sales reps to key customers via socio-demographic, location, and transactional information to maximize Nuance Audio's launch performance.
- **Competitive Intelligence & Market Insights:** Established a database of 500+ brands to boost competitor analyses and market positioning. Leveraged location data to identify priority expansion areas, with 90%+ recommendation approval.
- **Talent Development:** Managed and mentored two interns fostering their growth and transition to a full-time role.

Global Wholesale Business Planner | Internship

- **Orders & Shipments Forecasting:** Formulated forecasts with <5% error, enhancing production and logistics efficiency.
- **Performance Analysis & Reporting:** Designed and delivered reports on orders and shipments to 4+ corporate teams and subsidiary GMs, enabling performance monitoring and driving process improvements.

EDUCATION

MSc IN MANAGEMENT | BOCCONI UNIVERSITY

Milan, Italy | 09/2019 - 04/2022

GPA: 110/110 cum laude (Top 5%)

- **Thesis title:** "The role of the Covid-19 pandemic in altering the impact of ESG performance on Western European listed companies' stock performance".

MASTER IN INTERNATIONAL BUSINESS | DARLA MOORE SCHOOL OF BUSINESS

Columbia (SC), USA | 08/2020 - 08/2021

GPA: 3.8/4.0

- **Double Degree Program** in partnership with Bocconi University.

BSc IN ECONOMICS | UNIVERSITY OF BOLOGNA

Bologna, Italy | 09/2016 - 09/2019

GPA: 110/110 cum laude (Top 5%)

- **Erasmus Program:** Completed a semester at **NHH Norwegian School of Economics** ranking in the top 5% of students.

CERTIFICATIONS

Microsoft Power BI Data Analyst Professional Certificate by Microsoft

04/2024

Management of Fashion and Luxury Companies by Bocconi University

07/2020

VOLUNTEERING & LEADERSHIP

NOVA TALENT

02/2025 - Present

Member

- Selected for this **merit-based global network** connecting the **top 3%** of professionals across **90+ countries**.

ONESIGHT ESSILORLUXOTTICA FOUNDATION

06/2024 - Present

Volunteer

- Volunteered in **event coordination** across Italy, offering free eye exams and eyewear to vulnerable communities.

UNIBO MOTORSPORT FORMULA SAE & MOTOSTUDENT TEAM

Bologna, Italy | 02/2018 - 08/2018

Commercial & Purchasing Associate

- **Coordinated events** and secured **5+ sponsorships** for high-profile racing projects.

LANGUAGES, SKILLS & INTERESTS

Languages: Italian (Native), English (Fluent - C1 overall - IELTS Academic), Spanish (Intermediate).

Skills: PowerPoint (Advanced), Excel (Advanced), Power BI (Advanced), SAP Business Objects (Advanced), SQL (Intermediate), SAP (Intermediate), Strategic Customer & Product Analysis, Market Intelligence, Business Planning & Forecasting.

Interests: Fashion & Luxury Trends, Sports & Motorsports, Travel & Cultural Exploration, Music & Deejaying, Cinema.