

FRANCESCO ANGELONE

C-Level Executive | Managing Director | Operations & Brand Strategy | AI & Digital Transformation | Start-up Mentor & Investor

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SUMMARY

C-Level/Managing Director with over two decades of executive leadership across Europe, South America and in the Middle East. Proven track record in scaling operations, driving digital transformation, AI marketing solutions and optimizing commercial strategy in different industries and sectors.

Extraordinary and high level business network in the UAE, KSA and Egypt, built in over 10 years living and working in Abu Dhabi based on a unique professional e personal credibility.

Strong operational command combined with marketing expertise, M&A advisory and stellar business development. Adept at leading multicultural teams and complex cross-functional programs and markets. Committed to innovation, sustainable growth, and building high-impact organizations through strategic foresight, execution excellence, and data-driven decision-making.

EXPERIENCE

Digital & Commercial Advisor

Earthlink Telecommunication

01/2024 Dubai, UAE

- Led marketing transformation, AI integration, and rebranding for a \$800M telecom operator.
- Developed operational frameworks, B2B/B2C delivery pipelines, and advanced analytics.
- Built best in class analytics for the enhancement of the daily performance and operations.
- Repositioning and rebranding of the company.

Founder

FA Advisors & Consultants

01/2020 - 12/2023 Spain

Consulting - List of projects contracted and implemented (2020-23)

- Delivered strategic projects for Earthlink (MENA), OpenFiber (Italy), and Qualis (Spain).
- Led M&A deals, financial audits, and organizational restructures for high-growth clients.

Executive Vice President

Wings Mobile

01/2020 - 01/2021 Italy & Spain

- Launched MVNO in partnership with Vodafone, signed major sponsorship with Juventus FC.

Chief Commercial & Operations Officer

Euskaltel Group

01/2018 - 07/2019 Spain

- Led €700M business unit and 80-person team, improving NPS and cutting operational costs by €1.4M.
- Pioneered profitability model based on NPV per customer.
- Launched innovative services with Netflix and Prime Video. Created and started implementation of TV strategy. TV content savings by €7.0 millions.
- Operations optimisation plan with savings by €1.4 millions.

EXPERTISE



Strategic Operations & P&L Management



High-Stakes Negotiation & Global Partnerships



Organizational Restructuring & Turnaround



Digital & AI-Driven Innovation



Start-up Scaling & Venture Advisory



CRM, Data Analytics & NPV Modeling



Cross-Cultural Leadership & Governance



Brand Transformation & Marketing Strategy

MOST PROUD OF



Together with my wife, to create and grow a family with no boundaries, open, tolerant and multicultural.



Architect of recurring-revenue models launched across continents.



Proudly built lifelong friendships across diverse cultures and regions.



Negotiated and closed multi-billion-dollar tech partnerships.

EDUCATION

Digital Business Strategy:
Harnessing Our Digital Future

Massachusetts Institute of Technology

Advanced Marketing
Management

SDA Bocconi

Master in Retail Management

Università di Bologna

Economics

Università degli Studi di Parma

LANGUAGES

Italian

Native



EXPERIENCE

Chief Marketing Officer

Mobily part of Etisalat Group

📅 04/2017 - 10/2017 📍 KSA

- 10 millions customers, \$3.0 billions turnover and managing a team of 150 people.
- Revenue stabilisation at \$220m/month and increased EBITDA by 0.3% for the first time since 2014.
- Brand repositioning: Built, developed and launched Mobily new brand positioning, in partnership with BBDO.
- Improved NPS by 5 points through brand repositioning implementation.
- Launched first release of new fiber offer (FTTH) of Mobily.

Chief Commercial & Marketing Officer

Etisalat Nigeria part of Etisalat Group

📅 01/2015 - 07/2016 📍 Nigeria

- \$22.0 millions customers and \$1.3 billions turnover and managed a team of 140 people.
- Achieved 18% YoY revenue growth, implemented new business models and digital CRM tools.
- Boosted market revenue share by 2%, becoming 2nd player in the market.
- Ranked as #1 by Net Promoter Score.
- Designed, tested and implemented Sales Force Automation: 20% of incremental revenue in 12 months.
- Brand revamp, leveraging on key consolidated attributes and regaining focus on key segments.
- Successfully implemented new business strategy, focusing on service delivery for SMEs and Corporate.
- B2B results: 20% growth YoY, in spite of 80% of currency depreciation.

Vice President Marketing

Etisalat Group - UAE

📅 04/2009 - 12/2017 📍 UAE

- Directed group marketing and digital strategy for 162M customers across 15+ countries.
- Negotiated landmark \$3B deal with Apple, and led major M&A initiatives.
- Attained highest turnaround of the Nigeria operation, from \$190m to \$800m in two years.
- PTCL turnaround in Pakistan: revenue increase by 5% and \$87 millions Capex reduction.
- Part of M&A activities for the acquisition of Maroc Telecom, one of the two Lybian operators, third license in Syria.
- Proposed, developed and successfully implemented channels digitalisation achieving \$137.0 millions in three years.
- Executed pre to post-paid customer migration in the UAE: customer spend increased by 27%.

Group Pricing Principal

Vodafone Group

📅 06/2000 - 03/2009 📍 UK, Spain & Italy

- Headed pricing strategy and implemented several subscriptions model across Vodafone footprint.
- Created new business segment transformation across multiple regions from where Vodafone Group Enterprise started.

Financial Controller, M&A and Customer Service Manager

TIM

📅 10/1996 - 05/2000 📍 Italy, Brazil

LANGUAGES

Spanish

Native



English

Native



French

Native



Catalan

Advanced



Portuguese

Advanced



OTHER ACTIVITIES

Venture Partner & Investor

Copernion Venture Capital

📅 09/2019 📍 Spain

Investor and advisor for tech startups across AI, digital strategy, and M&A.