

# MASSIMO PIGHIN

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Location: Sevenoaks, Kent, United Kingdom | Nationality: Italian

## EXPERIENCE

### Marketing Manager

Zonin UK Ltd | Sept 2024 – Present

Promoted to lead the UK marketing department, reporting directly to the Managing Director. Full strategic and operational responsibility for UK marketing, covering on-trade, off-trade, events, and PR. Managing a Marketing Assistant and collaborating with HQ in Italy, third-party agencies, and UK sales to drive growth and visibility.

- Key Achievements
- Directed a £342K marketing budget across events, activations, POS, trade shows, digital, PR, and research.
- Curated and delivered high-impact estate wine activations, including fine wine tastings, trade dinners, and national estate visits.
- Delivered high-end trade events like the Portfolio Tasting in London, masterclasses at 67 Pall Mall, and estate showcases for sommeliers and buyers.
- Ran multi-channel PR and media relations campaigns through partnerships with agencies and publications like Harpers, The Buyer, The Drinks Business, Decanter Magazine, Pub & Bar Magazine, and Class Magazine.
- Led UK Private Label and NPD projects with Waitrose, Morrisons, Sainsbury's, Spar, and Coop, in close collaboration with HQ.
- Developed and launched celebrity wine collaborations, including Bocelli Prosecco and still wines, with national listings and online campaigns.
- Created and promoted the Zonin Limoneto Spritz, a ready-to-drink line launched at Morrisons, with exceptional results in spring/summer.
- Spearheaded the launch and trade marketing strategy for Zonin ZERO, a new dealcoholized wine, along with other low- and no-alcohol innovations.
- Executed multi-platform digital campaigns (Ocado, Amazon, Bocelli) aimed at boosting e-commerce sales and brand awareness.
- Managed POS production and distribution (wine glasses, parasols, stoppers) to enhance brand visibility in premium venues.

### Marketing Activation Manager

Zonin UK Ltd | May 2022 – Aug 2024

Delivered UK marketing campaigns across Zonin's portfolio and service brands. Responsible for budget allocation, creative execution, and cross-functional alignment with sales and Italian HQ.

### **Marketing and E-Commerce Manager**

Mondial Wine Ltd | Feb 2017 – Apr 2022

Planned and executed UK marketing activities, managed the e-commerce platform and coordinated 80+ supplier campaigns.

### **Purchasing, Marketing & E-Commerce Manager**

Mondial Wine Ltd | Sept 2014 – Jan 2017

Oversaw stock forecasting, supplier relationships, and growth-focused digital marketing.

### **Auditor & Assistant Roles**

Various Firms | 2008 – 2014

Early-career roles in finance, audit, and marketing support in Italy and the UK.

## **EDUCATION**

- WSET Level 3 Award in Wines (2021) – Theory: Merit, Tasting: Distinction
- MSc in Economics, University of Udine, Italy (2008–2013)
- Bachelor in International Trade & Finance, University of Trieste (2002–2008)
- CPD: Extraordinary Corporate Transactions, CFP Pordenonese (2009–2010)

## **SKILLS & LANGUAGES**

Languages: Italian (native), English (fluent), Spanish (basic)

Tools: Microsoft Office, Mac OS, InDesign, Photoshop, Google Analytics, Magento, Wix, Dynamics NAV, Sage