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EXPERIENCE

More than 10 years experience in Marketing and Licensing Management with a successful background in coordinating business and driving company results.

- January 2012 – now
Licensing Manager
Soremartec SA - Ferrero Group (www.ferrero.com)

Licensing - Asia

- Definition of Licensing Strategy and Partnerships for Ferrero Products Portfolio in the Asian Markets (India, SEA, China, Korea, HK, Taiwan, Japan)
- Coordination of Local Ferrero Business Units Licensing Promotions and Activities – Products development, ADV/Media, Digital, Retail synergies
- Asian Licensing Agreements negotiation
- Licensing Financial Analysis and internal reporting

Brands Extension – Global

- Definition of Ferrero Brands Extension strategy in no Food Categories: Licensing Out and Co-Brands Collaborations
 - Project Structure and Procedures set up/organization
 - Agencies Representation Agreements negotiation
 - Style guides and Products developments coordination
 - Licensees Quality and Ethical approval coordination
 - Licensees Business Plans, Forecasts and Reports review
 - Financial Planning and P&L analysis
 - E-Commerce Platform and Ferrero Brands Stores development
- April 2008 – December 2011
Marketing Manager
Balocco (www.balocco.it)
 - January 2006 – April 2008
Group Brand Manager
San Carlo –Unichips Group (www.sancarlo.it)
 - March 2005– January 2006
Senior Category Manager
Planeta Junior (www.planeta-junior.com)
 - September 2003 – March 2005
Brand Licensing Manager.
GUT Edizioni (www.gutedizioni.it)

- March 2001 – August 2003
Product Manager
Soremartec - Ferrero Group (www.ferrero.com)
- June 2000 - February 2001
Sales Manager Assistant
Comital Cofresco S.p.A. – Saiag Group.

EDUCATION

Communication and Marketing Studies - Università degli Studi di Torino, February 2000.
Qualification: **110/110 cum laude.**

Marketing Management - University of Leicester, September 1998 – June 1999.
Qualification: **Excellent**

LANGUAGES

- *Italian* – Native Speaker
- *English* – Fluent
- *French* – Fluent
- *German* – Basic

PERSONAL DETAILS

Date and place of birth: 27 June 1975, Alassio (SV), Italy.