

CURRICULUM VITAE

PERSONAL INFORMATION

GIVEN NAME Giuliano

FAMILY NAME ROSSI

DATE OF BIRTH /1956

NATIONALITY Italian

EDUCATION

- Degree in Economy at Università degli Studi in Torino in 1982

ADDITIONAL TRAINING AND COURSES

- L'Oreal Marketing Executive Master at SDA Bocconi in Milano - 1985-86
- SME Marketing School for Marketing Executives - 1987-88
- Marketing & Management Seminars for Executives - Studio Ambrosetti - 1989/90
- Marketing Academy IDV/Diageo - 1992 / 97
- WPP Executive Training Programs (2001-2009)
- MIP (Milano Politecnico) and AISM various marketing and management seminars (2010-on)

LANGUAGE

- Italian : Native
- Inglese : Fluent. First Certificate of Cambridge University degree
- French : Very good
- Spanish : A2 Level

MORE INFOs

Computer skills : MS Office (excellent)

Member of AISM (Associazione Italiana Studi Marketing)

PERSONAL PROFILE

Enthusiastic, internationally focused, highly experienced marketing and communication professional and teacher with a long, successful track record in major global companies, communication agencies and universitarian teaching.

Outstanding strategic capability and background with full understanding of latest, fast running 2.0 scenarios and world business competitive models.

Ability to define solid portfolio strategies, build new business and new product/brand launch, managing complex marketing and multimedia platforms both in domestic and international markets.

Charismatic teacher with excellent communication and presentation skills, authoritative but friendly approach with students

TEACHING EXPERIENCES

- **2020: Marketing Tutor for the course Approfondimenti di Marketing - SAA0065 c/o SAA Torino**
- **2019: Professor of Marketing for the course Principles of Marketing MAN0188 (in English) at Business Management Dept c/o Economia faculty in Turin**
- **2019: Marketing Tutor for the course Marketing MAN0271 (in English) at Business Management Dept c/o Economia faculty in Turin**
- **2007-on : Professor of Consumer Marketing and Digital Marketing - IAAD (Istituto di Arti Applicate e Design),** a nationally renowned private university releasing official degrees in the fields of Communication, Internal Design, Transportation & Fashion
 - 4 courses held:**
 - Traditional Marketing year 1 & year 2:** courses covering all aspects of marketing: segmentation, branding, positioning, marketing mix, marketing planning, customer journey, nostalgia & cult marketing, unconventional marketing, media planning and media analysis, online & offline metrics
 - Digital marketing year 1 & 2:** courses covering all aspects of digital marketing: segmentation (buyer personas), branding, positioning, marketing mix, marketing planning, digital customer journey, digital unconventional marketing, display advertising, social media marketing, social media planning, online metrics
- **2018-19-20 : Professor of Digital Marketing at International Master in New Media Communication – IAAD (in English)**
 - Intensive course covering all aspects of digital marketing on an international perspective (all students were foreigners): segmentation (buyer personas), branding, positioning, marketing mix, marketing planning, digital customer journey, digital unconventional marketing, display advertising, social media marketing, social media planning, online metrics
- **2014 : Cultural Marketing Course – University of Crema (Mar- Apr 2014)**
 - Course covering all aspects of cultural marketing: segmentation, kinds of cultural events, ticketing, event management, funding (sponsorship, crowdfunding), location display, communication
- **2013-2018: Lecturer in Media Strategy at Faculty of Economics of Turin:** 2 lessons cycle covering major aspects of media planning: media history, media planning, media analysis and media choice, online & offline metrics
- **2014-2015: Lecturer in Media Strategy at Marketing and Product Fashion Design Degree Course at at Politecnico – Turin**
 - Lessons cycle covering major aspects of marketing & media planning: segmentation, targeting, media classification, media planning & media analysis, briefing, media choice, online & offline metrics
- **2009-2011: Master of Communication and Marketing at the Faculty of Economics of Turin -** Coordinator and Professor of Advertising course: organization of the course, external guests management, advertising objectives & strategies, advertising targeting, branding, positioning, briefing, media planning and media analysis, metrics

- **Writer of the chapter “La pianificazione di una campagna pubblicitaria”** (The planning of an advertising campaign) within the book “Pubblicità: istruzioni per l’uso! (ed. FrancoAngeli), official text at the Faculty of Economy di Torino.

BUSINESS EXPERIENCE / CAREER DETAILS

CURRENT (2011-today)

Marketing & Communication Strategic Consultant

- **2016 – on: Ego NewCom Advertising Agency - Alba (CN)**
Strategic Planner & Business Consultancy
- **2012 – on : Centro Studi Luigi Einaudi - Turin**
Marketing & Communication consultancy
- **2014-2016: GAL Langhe Roero Leader – Alba (CN)**
Marketing consultancy
- **2013-2014: Café Noir Advertising Agency – Torino**
Strategic Planner
- **2014 : Baron of Strichen Premium Whisky – Edinburgh - Scotland**
Business & Marketing consultancy
- **2015-2016 : Thermoenergy** (production and distribution of devices and services related to energetic efficiency)
Business & Marketing consultancy
- **2001-2011 Client Service Director at RED CELL in Turin.** Communication Agency part of WPP group
Client Service Director for Iveco (industrial vehicles – Fiat Group), Alfa Romeo (automotive)
- **1998-2001: Pagine Italia spa (directories) – Fininvest Group – Milano**
New Digital Projects Marketing Director
- **1991 – 1998: Diageo Spa – Torino (Alcoholic beverages) – Italian subsidiary of the British Diageo Group**
 - ✓ Global Marketing VP at Cinzano Brand Division
 - ✓ Global Brand Director at Vecchia Romagna Brand Division
 - ✓ Domestic Marketing Manager Diageo Italia
- **1988-1991: Davide Lazzaroni & C spa – SARONNO (VA) (Premium Bakeries)** - A company of the US Campbell’s group.
Marketing Group Product Manager for Biscuit & Cookies Division

Jan 1987 - Sept 1988

Cirio, Bertolli, De Rica spa - SBU Diversificazione e Innovazione – Milano (Packaged Food)

Senior Product Manager for Chiquita Fruit Based Projetc

- **1984 – 1986: L'Oreal Italy - Torino** (Beauty and personal care)
Product Manager for Elseve Shampoos and Conditioners
- **1982-1984: Coil spa - Milano** (Industrial Doors Systems)
Assistant to CEO