

Alberto Menegatti

Fashion Marketing Senior Manager

Milan, Metropolitan City of Milan, Italy

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Languages

- English (Fluent)
- Italian (Native)

About

Extensive knowledge of the fashion and luxury market, gained through direct multi-departmental experience. Reporting to Gucci's CMO and managing full marketing campaigns across multiple touchpoints, both online and offline. Exceptional analytical and problem-solving skills through critical thinking. Excellent leadership and communication abilities improved through cross-cultural team-work and effective project management.

MBA at SDA Bocconi School of Management | Marketing, Retail, Digital, Operations, M&A, Corporate Restructuring, Start-up

BRANDS WORKED WITH

- Accenture Management Consulting
- Alix Partners
- Gucci
- Kering

Experience



● Partner Marketing Senior Manager

Gucci | Sep 2018 - Now

- Managing all partner-related marketing campaigns from strategy to performance measurement
- Created and developed the Global Partner Marketing dept. to support business with retailers
- Managing fully dedicated budget (+€6M) and team at corporate and regional level.
- Fully developed cross dept. processes (Communications, CRM, Media, Merchandising, Supply Chain, Digital, Retail, Legal) and managed transition to E-concession model
- Established brand strategy and performance measurement frameworks



● WW Omnichannel Business Senior Manager

Gucci | Sep 2017 - Aug 2018

- Reported to Chief Digital and Innovation Officer
- Launched new digital programs to provide customers with online personalization tools



● WW Omnichannel Project Manager

Gucci | Sep 2016 - Aug 2017

- Reported to EVP & Chief Consumer Officer
- Rolled-out 2020 Retail Strategy and new Customer Experience
- Launched and managed Farfetch sales channels (multibrand, store and e-commerce) across 7 regions, both online and in store, becoming Gucci's 1st third party channel in terms of business. Launched 1st luxury service "90-minutes delivery"



● WW Operations & Supply Chain Project Manager

Kering | Sep 2015 - Aug 2016

- Managed Supply Chain & Operations department re-organization (Customer Service, Industrial Operations, Integrated Logistics, RTW Operations, Quality & Aftersales), +1700 heads



● WW Operations & Supply Chain Project Manager (MBA program)

Gucci | Jan 2013 - Aug 2015

- M&A, Start-up, Corporate Restructuring, Financial Modelling and Re-organization Projects within Gucci's MBA program directly reporting to the WW COO - Main Projects:
 - Joint Venture: Financial modelling (incl. SIEPA financing) and start-up (120 heads)
 - Research Lab: Business plan and start-up, budgeting, legal framework review, IP strategy
 - Corporate Restructuring: acquisition and relaunch of Richard Ginori,

management of Operations and Planning dept. (150 heads), Operations and Supply Chain transformation, ComEx member

•Soft Accessories: governance and operating model design, business plan, legal framework, JV start up and management, budgeting, change management and supply network review. Overachieved planned savings (+€ 2M in year 1) guaranteeing business continuity.

- **MBA Associate**

Alix Partners | Jun 2012 - Sep 2012

EBITDA improvement for a major Italian luxury brand Profitability analysis and valuation of a transport company within the portfolio of an Italian PE fund

- **Senior Consultant**

Accenture Management Consulting | Mar 2005 - Aug 2011

Main Projects:

Constructed multi-project agreement: € 300M contract, 100+ projects, 10+ countries (Banking - EU)

Designed service company: € 600M 10-year cumulative savings, 2000+ heads (Oil group - KW)

Restructured Finance dept.: 35% cost reduction, 52 companies, 160 heads (FMCG - WW)