



Alberto Menegatti

Fashion Marketing Senior Manager

 Milan, Metropolitan City of Milan, Italy

 Alberto's availability **should be discussed**

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Marketing Strategy (Advanced)

Brand Awareness (Advanced)

Brand Management (Advanced)

Budget Management (Advanced)

Brand Development (Advanced)

Luxury Brand Marketing (Advanced)

Fashion (Advanced)

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 1 st third party channel in terms of business. Launched 1 st 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)