



# Gianluca Paladini

General Manager | Brand Director

📍 Milan, Metropolitan City of Milan, Italy

✅ Gianluca's availability **should be discussed**

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

## Skills

Retail (Advanced)

Retail Marketing (Advanced)

Brand Management (Advanced)

Marketing Management (Intermediate)

Leadership (Intermediate)

Training (Advanced)

Coaching & Mentoring (Advanced)

Trade Marketing (Advanced)

Organization Re-structuring (Intermedi...

## Languages

Italian (Native)

English (Fluent)

French (Basic)

## About

General management, sales & marketing responsibilities in fashion, luxury, lifestyle & design industries, with focus on brand, retail and business development. Strategic & Operative consulting on brand positioning and organization, internationalization, Omnichannel and retail development, turnaround. Specialties: brand identity and narrative, DTC Strategy, planning, people training Honoured to teach at LUISS Business School to support new generations achieving their education and professional ambitions. "Passionate about brand revolutions in a world under revolution"

### BRANDS WORKED WITH

Bulgari

Fendi

Fornarina

Malloni

TALLY WEIJL

Technogym

## Experience



### EXECUTIVE MANAGEMENT CONSULTANT

Malloni | Oct 2017 - Now

MISSION: DEFINE & IMPLEMENT BRAND STRATEGY and BUSINESS DEPLOYMENT

Top Management consultant on brand and retail development strategy incl. organization turnaround

Responsible for corporate strategy & positioning, deployment plans with focus on DTC, Marketing & retail

Market research coordination and internal audit to analyses and define opportunities and actions

Design and Implement a Brand Leadership Platform to guide company operation and excellence

Provide training, advise and leadership to involved teams and stakeholders

Define business, franchising model and support location / partner scouting

Working directly with shareholders and top management

PALAZZO DELL'AGRICOLTURE

2021

PINK WOMAN

2020

MALLONI

2019

VALENTINO w/REM Ruini Studio

2006



### HEAD OF MARKET ITALY & SOUTHERN EUROPE

TALLY WEIJL | May 2012 - Jun 2017

MISSION: INTERNATIONAL BRAND EXPANSION AND RETAIL DEVELOPMENT

Responsible for Italy & South markets focus on sales, assortment, local marketing, store activation, VM, new opening, training

Developed international brand awareness and company culture deployment with presence in the countries to manage, train, coordinate and monitor team, business and brand concept.

Increased performance (sales/stock) by reviewing buying, assortment, operations in sync with merchandiser and VM

Improved brand reputation and customer in-store experience by improving and adapting HQ strategy to country specificities

Developed business model and concept liaising and supporting entrepreneurs, franchisees, distributors and third

Increased sales skills and motivation by providing management training and workshop to field team, agents/distributors

Engaging and improving HR Management by implementing hiring and leadership model (DISC / Situational)



### RETAIL & MARKETING MANAGER

Fornarina | Oct 2010 - Apr 2012

MISSION: BOOST BRAND AWARENESS and DEVELOP RETAIL STRATEGY  
 Responsible the Retail Branch focus on Sales, Marketing, Buying, Operations and HR (full P&L)  
 Improved branch profitability by reviewing assortment, store clustering, marketing actions and store leases  
 Increased store performance (in-season and on sale) by implementing a retail marketing calendar  
 Increase share of sales on Shoes and Denim by supporting Designer and VM on new Store Concept/Refitting  
 Defined Customer profiles by developing CRM (db and tool) and carrying out in-store customer surveys  
 Improved Store teams skills by providing training (product, management) and implementing performance review process



## ● BRAND COMMUNICATION MANAGER

Technogym | Oct 2007 - Oct 2010

MISSION: FROM B2B COMPANY TO GLOBAL BRAND  
 Responsible for the brand image development and implementation at international level for the B2C  
 Design and implementation of ATL & BTL tools (including Catalogue, Fairs) cooperating with PM, Marketing Teams, agencies  
 Support development of Brand Credibility in Design and Lifestyle Market by bringing brand-driven lifestyle culture and experiences  
 Improved brand image and marketing tools development by supporting creatives, agencies and colleagues with guidelines and coaching,  
 Improved consistency of DEM and Online actions with brand positioning by liaising and supporting Digital Marketing team.  
 Developed communication tool / event to support product managers on go-to-market plan  
 Testing the business potential of the smart fitness device by supporting the Launch of the 1st Activity Tracker with communication activities



## ● BRAND COMMUNICATION ANALYST (MARKETING INTELLIGENCE)

Bulgari | Oct 2004 - Oct 2007

MISSION: BECOME THE LEADING LUXURY LIFESTYLE BRAND  
 Responsible for marketing research and media analysis at corporate level for all business units (Jewelry, Watches, Perfumes, Bags, Hotel)  
 Support Top Team to analyze, establish and develop brand credibility in business with focus on High Jewelry, Watches, Hotellerie, Accessories  
 Improved media planning and PR office evaluation by setting up a media analysis system for all Business Units, at worldwide level to  
 Supported corporate Senior Management by sharing brand audit results and strategic insights  
 Ensured marketing intelligence effectiveness by managing and supervising consultants pitch, filed interviews and focus groups  
 Supported WW Communication Offices by analyzing and sharing media planning and editorial results



## ● ADVERTISING & MEDIA ANALYST

Fendi | Sep 2004 - Sep 2021

MISSION: CHALLENGE THE LEADER AS ICONING ITALIAN FASHION HOUSE  
 Responsible for communication analysis, budgeting and new media  
 Manage media (Advertising & PR) analysis at worldwide level to monitor ROI on media spending  
 Support Communication Director and President on Media spending and budgeting process related topics  
 Control of media spend and invoicing process liaising with controlling and accounting departments  
 Increased brand and product visibility by launching the first company web site  
 Improved customer experience by implementing the digital catalogue in flagship boutique (Milan)

## Education & Training

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- 2003 - 2003 ● **University Bocconi**  
Post Lauream Course, Integrated Marketing Communication
- 1999 - 2000 ● **I.R.F.O. & De Cecco**  
Master, Marketing and Retail
- 1993 - 1998 ● **University Of Perugia**  
BSC, Degree in Economics