

WHO I AM

- Born in Arzignano (VI) – Italy – on December 1st, 1982
- PDA international – BEHAVIOURAL PROFILE:

CONTACTS

- Email: eli.castagna@gmail.com
- Mobile phone: +39-348-9038661

MY SPECIALIZATION

International Brand management – combining strategic vision with pragmatic approach to develop competitive customer-centric solutions.

More info: www.ellycasta.com

**MY WORKING EXPERIENCE****International Sales & Marketing Consultant**

April 2018 till date

Supporting enterprises to develop their position in the **International** playground:

- Identifying opportunities and activating prospects for trade and multi-channel distribution;
- Directly managing International clients & Key Accounts;
- Identifying Critical Success Factors to compete in the target markets;
- Suggesting strategic evolutions (products, solutions).

Some of the latest projects handled:

- ⇒ **The Experience Alchemist** (www.theexperiencealchemist.com) – Supporting F&B and hospitality enterprises to reposition increasing their value in the market, intervening to optimise the Customer Experience and improve their business performance.
- ⇒ As **Marketing Director** I have led a well known sportswear and shoes company in its evolution towards an **omnichannel** model, at the aim of optimizing economic returns on on-line & off-line distribution channels, increase sales and reposition its Brand;
- ⇒ **Export Manager** for an Italian Kidswear Brand and a goldsmith manufacturer;
- ⇒ **Client Leader and Project Manager for SunOn Group** (www.gobygosilk.com): introducing a Hong Kong fashion Brand into the Italian market;
- ⇒ **Advisor for a listed Multinational eyewear manufacturer and licensee**: leading a team of 12 cross-functional managers to define a 3Y-Marketing Plan aimed at achieving exponential growth through disruptive Innovation;
- ⇒ **Advisor / Business coach for an Italian leading banking Institution**: designing and delivering an Acceleration program for Talents aimed at connecting the Innovation Centre with the rest of the organization;
- ⇒ **Marketing & Communication Lead**: communication management and event organization for a company specialised in digitalized processes for the Fashion & Luxury sector (www.Warda.it)
- ⇒ **Liason Officer for Italian Chamber of Commerce in Singapore**: supporting the Chamber in Italy to design International expansion projects connecting Italy and South-East Asia.

Senior Business Innovation Consultant at Futureberry srl (www.futureberry.com)

July 2018 till July 2020

Driving enterprises through **Transformation** processes and **Business Model Innovation** (products, channels, etc.), leading employees' activation through **capability building**, leveraging on human-centric innovation.

Key Responsibilities of my role:

- Contributing to business development identifying Domestic and International growth opportunities;
- Identifying Corporate Strategic Partners and create trusted connections, building up structured collaborations and partnerships;
- Taking on a pivotal leadership role across clients' projects of transformation and growth, helping to get the strategic vision and translating it into actionable programs;
- Nurturing relationships with Key Clients and prospects, inspiring regarding the purpose and value of the projects;
- Acting as a strategic lead for internal multi-disciplinary teams creating a clear, insightful, and actionable direction to inspire creative thinking; provide information and perspective; share knowledge and expertise;

- Managing Clients Projects' P&L.

Brand manager of Net, Sella Italia 1897, Sportourer

December 2016 till April 2018

Global responsibility of Sales & Marketing management at Selle Italia:

- Strategic review of the value proposition and market positioning of Net and Sella Italia 1897;
- International sales management of the three brands – implementation of a multichannel distribution: digital, trade and retail;
- Style briefing: development of seasonal and Capsule Collections, Special and Limited editions.
- Communication lead.

International Marketing Professor at USAC in Verona

January through December 2016

International Business development at Agre International – Warrant Group Srl

Head of Business Unit (Internationalization & Strategic Consulting)

Advisory firm, specialized in strategic & financial consultancy – focus: Italy, Asia, North America, Central Europe

From January 2010 to December 2016

- Business development: advising Italian enterprises on their strategic approach to the foreign markets, based on specific analysis of opportunities and threats offered by the target markets;
- Profiling of the most suitable partner to be searched for JV/distribution/license agreements.
- Set up, Management and Supervision of all Internationalization projects (market analysis, partner research, feasibility study, etc.), coordinating a team of 3 people in Italy, 10 people worldwide;
- Cross-country cultural management;
- Institutional and PR activities related to the Business Unit.

Some of the latest Key projects handled:

- Luxury Italian shoes & accessory brand – introduction in Asia;
- Premium kitchen manufacturer – market study and sales development (contract and trade channel);
- Food & toiletries packaging machinery manufacturer – market study and partner research (jv);
- Premium Sport equipment brand – introduction in India;
- Textile machinery manufacturers – introduction in India & Mexico;
- Kids apparel brand – market study and sales development in Asia;
- Lingerie brand – sales development in USA.

Export Manager at Cielo Venezia 1270 spa (2008-09)

Italian company leader in the manufacturing & commercialization of Jewellery brands in Italy – with branches in US, Mexico, Europe, China, Hong Kong.

- Asia-Pacific Region Business Development
- Coordination of agents, distributors and JV partners in Europe
- Set up and management of the Hong Kong branch of CV1270
- Negotiation of JV agreement with a Chinese partner to set up and manage a network of retail stores

Vice-President Sales & Marketing Assistant at Cielo Venezia 1270 spa (2006-08)

- Coordination of corporate functions reporting to the Sales & Marketing division (marketing, Sales, R&D, QC, Retail Network) for Business Planning & reporting;
- Management and coordination of sales partners (international distributors & agents)

Business Developer at Worldlink to China Services – Shanghai, China - (2005-2006)

- Approaching of European potential customers in China and promotion of Consultancy services.

Market Analyst (Italian Institute for Trade Promotion)

JLJ Group – Shanghai, China - (2005)

Analyst & PR Manager at China-Italy Chamber of Commerce – Canton, China - (2005)

Journalist at Punto Ovest (regional newspaper) – Inedita Veneta srl – Montecchio Maggiore (VI) Italia - (2001-2005)

EDUCATION

The Power MBA Global*September 2020 till date - ongoing***Master in Marketing Excellence***September 2017 – April 2018***Post-graduate Executive Courses:**

Innovation Management & Strategy (Mohanbir Sawhney for WOBI) – 2020
 High Impact Leadership (University of Cambridge) – 2020
 Luxury Brand Management in Emerging Countries (SDA Bocconi – Luxury Connect) – 2012
 How to re-invent the management: leadership workshop (AP Ambrosetti) – 2012
 Italian competitiveness in the International background (AP Ambrosetti) – 2012
 How to handle the change: leadership workshop (AP Ambrosetti) – 2012
 SMEs internationalization (CUOA Business School) – 2011
 How to become a leader (Il Sole 24 Ore) – 2011
 Transfer Price Policy (J&M) – 2010
 Marketing 2.0 Strategy (77 Agency Academy, London) – 2010
 Cross Cultural management (L'Impresa by Il Sole 24 Ore/Agre International) – 2010

Marketing & Communication Degree at University of Verona (Italy) and University of Alicante (Spain)

Date of graduation: 2004

Final result: **110 with honors/110****International Trade & Commerce qualification at “L. Luzzatti” Business High-School – Montecchio M.re (VI – Italy)**

1996- 2001

Final result: **100/100****IT KNOWLEDGE & SKILLS**

Windows/Macintosh main applications (Excel, Word, Safari, Keynote, etc.) – excellent
 Website creation platforms: readymag, squarespace – good
 G-suite tools – excellent

LANGUAGES**Italian** – mother language;**English, Spanish** – fluent;**French** – good**PUBBLICATIONS**

Platinum magazine – March 2014

Export management, solutions from temporary management – 2016

Internazionalizzare la crescita – il Sole 24 Ore, 2001

I herewith authorize my personal data use included in the present document, as defined by the law at art. 13 of D. Leg. 196/2003 and art. 13 of GDPR 679/16.