



MARCO MAGNAGHI

Resume

Born in Milan, Italy. March 4th, 1979
Living in Milan, Via Magolfa 32
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Married, 2 kids.



- **Since June 2014: GroupM, Media holding of WPP Group. Managing Director GroupM Nexus**, reporting to GroupM CEO Italy and member of the leadership team. Responsible for planning digital advertising for the agency's clients: Display, Video, Performance, Programmatic, Search. I work closely with Strategy and measurement team to positively impact on business results. Thanks to my previous experience in Consulting, I am leading the agenda of digital transformation: eCommerce, CRM and marketing automation, Digital Intelligence. Prior to GroupM Nexus I worked as Chief Digital Officer for Wavemaker Italy, the largest agency of GroupM / WPP



- **Jan 2010 - May 2014: AMADORI** (www.amadori.it). Italian food company. 1.4 B€ turnover, 8000 employees. Previously as Strategic Manager and Business Innovation Manager, then as **Strategic Marketing Director** I have been responsible for:
 - **Communication, Digital Marketing and CRM** (with Media, PR, IT): definition and launch of the new TV advertising format: +10 points of Top of Mind Awareness. Development on the **Digital presence** (Web, Social, Digital PR, sentiment analysis, APPs) and introduction of the **"Social CRM"**: database building (200k records in 3 years), Mobile Coupon, eCoupon with redemption close to 20%.
 - Several **awards** (best Italian website in 2012 according to leading Italian financial newspaper **Il Sole 24 Ore**) and press coverage (i.e. **Forbes Magazines**: <http://tinyurl.com/cn5ldrs>).
 - **Product Innovation** (with R&D, Trade & Operational Marketing): ideation and implementation of 2 new product categories. Introduction of the new brand architecture, product portfolio, packaging system.
 - **New channels** (with Sales): launch of a pilot of **eCommerce** delivering a dedicated offer for online users.
 - **New processes** (with HR and Organization): deployment of new Product Innovation process, PLM; introduction of a model of **product test** and panel test (with R&D). Overall dashboard of Innovation KPIs and metrics.
 - **Market Research**: scenario analysis and consumer test and research (focus groups, ethnography, neuromarketing)



- **2003-2009: ACCENTURE, Strategy service line. MANAGER.** I have worked for **14 companies** in the **FMCG, Retail, Luxury industries** at Italian and international level:
 - Definition of 3 year **corporate strategic plan**; marketing, communication and innovation **strategies**.
 - **Process and organization design**: introduction of new processes within marketing, sales, CRM, Innovation, Product Life Cycle Management (PLM), communication, knowledge management, market research.
 - **Development of web based applications**, reporting and **Business Intelligence** tools (first 2 years of System Integration).
 - International **training** and development of complex **change management** programs.



- **1996-2003: During high school and university:** I have launched several digital start ups and one web agency. I was a free lance journalist, also sent to Silicon Valley to cover the "New Economy" trend. I was marketing specialist for the family owned business (Studio Magnaghi S.a.s.), where I learned HTML, SQL, some basics of Graphic design.

TRAININGS AND PUBLICATIONS

Digital Training

- **Since 2014: I am a faculty member for Italian Business Schools "24Ore Business School" and "Ninja Academy"** where I manage online training and corporate training, both onsite and online. I help companies to digitally upskill and reskill their organization by showing methodology and best practices about digital advertising, performance, eCommerce, programmatic buying, social media management, CRM, Marketing automation.



- Author of the book "Advertising Boss", 2021 by Flacowski and Ninja Marketing and co-author of **"Il Manuale Ninja del Web Marketing"** (2019)
- Author of the book: **"Social CRM: Email, Social Media and Web 2.0: create new relationships with clients"**. Hoepli, May 2014. Co author of **"Le nuove professioni del Digitale"** with a chapter on **Data Scientist**. Hoepli, 2015.
- **Co author of: "Which challenges for Fashion companies?"** by Fondazione Politecnico and Fondazione Accenture.

SOMETHING MORE ABOUT ME:

Education



- **UNIVERSITÀ CATTOLICA DI MILANO.** Graduated in Business Administration (Economia e Commercio). 106/110, with an essay describing the "Dot Com" phenomenon and how I have introduced the online channel to increase the turnover of a small Italian enterprise. 2003.
- **LICEO SCIENTIFICO VITTORIO VENETO.** Milano. Italian high school diploma (**Maturità Scientifica**). 1998.
- **ASSUMPTION COLLEGE SCHOOL.** Brantford, Ontario - Canada. 1996-1997 (Exchange student year).
- **Short Master:** Marketing and Communication of Luxury Goods. 2008. Business School "Il Sole 24 Ore".
- **Short Master:** Business Innovation Manager. Rome University (LUISS). 2010.

Languages

- **Fluent English.** French studied at school.

Interests

- **"Curiosity"** is the word that best describes me. I love sports and competition (tennis, ski; I am a Sailing Instructor and I love to do regattas whenever I can), technology, movies, reading, traveling and getting to know new cultures.
- I have been among the financial sponsors and executors who opened a preschool in **Lima, Perú**. 2006

Skills

- **Functional skills:** Digital marketing & advertising, strategy and marketing planning, market research, innovation management, management consulting, process and organization design, Change and Project management.
- **Industry knowledge:** Advertising, Retail, FMCG, Pharma, Luxury & Fashion; Banking; Auto.
- Thanks to the innovation proved in digital marketing projects, I have been nominated in 2014 by the Intelligence Unit of the **Economist** one of the **25 Social Business Leaders**, together with the founder of Zappos and cofounder of Xiaomi (<http://perspectives.eiu.com/technology-innovation/25-social-business-leaders/>)

