

# ANTONELLA PESCIO

## TRAINING & TEACHING EXPERIENCE

- 2020 – today **Unimore, Marketing & Digital Communication professor, LACOM**
- 2019 – 2020 **Università di Brescia, Marketing & Communications professor**
- 2013 – 2015 **Ca' Foscari Challenge School**, “Master in Cultura del Cibo e del Vino”, teacher of the strategic marketing module, a.y. 2013/14 and 2014/15
- 2012 – 2013 **Fondazione Cuoa, full-time MBA program, teacher of the strategic marketing module**, a.y. 2012/13  
**ISTUD, teacher of the strategic marketing and business plan module**, Marketing Management and Innovation Master, a.y. 2012/13
- Jan. '15 – today **Gruppo Cimbali**: trained senior marketing staff on project management and Microsoft Project, introducing Gantt and Visible Planning  
**MTA Process Cooling**: trained all the marketing and sales staff on how to develop a marketing plan

## PROFESSIONAL EXPERIENCE

- Mar. '13 – today **Antonella Pescio Consulting, Vicenza, Founder: international marketing and sales consulting boutique**. Carried out consulting, temporary management and training projects for more than 50 clients, including:
- Jan. '24 – today **General Com (Comet Group)**: trained the sales force, redesigned the commercial process based on the Customer Journey and implemented the new website ad lead generation strategy
- Jul. '20 – Ago. '23 **Molino Magri**: designed and implemented Marketing Plan for the Horeca channel
- Apr. '13 – Dec. '15 **Piemme Ceramiche**
- Repositioned Piemme as a design brand, introducing a new art director and press office and developing the new collection that won 2016 ADI Ceramics Design Award
  - Developed international contract business and built international architect promotion network
  - Interviewed 30 architects to design new architect-friendly website and introduced CRM to conduct in-bound marketing activities that increased the designers database by 25% and generated over 100 new leads
- Mastrotto Group**: developed strategic marketing plan of Express delivery service  
Trainer in digital and strategic marketing for **Confindustria** and **SMACT** (Nordest Competence Center, Brand Strategy Teacher for **Ca' Foscari Challenge School, Fondazione Cuoa and Istud**)
- Oct. '10 – Mar. '13 **Lea Ceramiche (Panaria Group), Modena, Marketing Director**
- Developed strategic marketing plan to strengthen Lea Ceramiche positioning as a design brand
  - Managed team of 8 people, trained 3 new resources and introduced project management techniques that halved the time-to-market of new collections
  - Built e-learning platform to train sales reps of dealers
  - Developed innovative extra-slim tiles launch plan and implemented it, quadrupling their turnover in 2 years
- Sep. '08 – Oct. '10 **Valorando, Vicenza, Associate Partner**
- Interviewed 50 potential clients (entrepreneurs' and CEOs) to develop Valorando strategic marketing plan
  - Created new institutional brochure and website leveraging on case histories
  - Acquired 3 new clients
  - Successfully launched Studioart, luxury home decoration brand of leather-based wall covering products
- June '04 – Jul. '08 **Bisazza Mosaico, Vicenza, Global Marketing Director**
- Developed the strategic plan to turn Bisazza into a worldwide luxury brand and executed it
  - Created unique brand identity inspired by the world of fashion and luxury, thus contributing to double Bisazza's turnover in 4 years
  - Developed innovative shop-in-shop concept that generated 35% average turnover growth per POS
  - Set-up, staffed and organized the Global Marketing Department, managing a team of 11 people and introducing new work approach based on international teamwork and project management
  - Halved the cost of POP materials by relocating their production to India
  - Designed and implemented the “MINI wears Bisazza” co-marketing activity, generating 300 articles in 20 countries in press return, corresponding to an estimated media value of € 2 millions
  - Built off and on-line communication system targeting interior designers, using archistars as testimonials
- May '02 – Apr. '04 **Illycaffè, Trieste, Global Marketing Manager, Home Consumption Strategic Business Area**
- Designed and executed multi-country research plan to determine most attractive global positioning
  - Developed 5-year strategic plan for all main product lines (espresso coffee, machines and coffee cups)
  - Led cross-functional team in charge of developing innovative retail concept
  - Designed and implemented 2003 multimedia advertising campaign that allowed Illycaffè to achieve for the first time in its history a 15% market share in the Italian premium coffee segment
  - Created new advertising and back-pack communication system to spread the espresso culture among European consumers and effectively explain illy espresso's product pluses
  - Introduced new work approach based on international cross-functional innovation teams
- Nov. '99 – Mar. '02 **Quaker Beverages Europe, Treviso, European Marketing Manager**
- Designed and conducted full market research plan to assess and validate Gatorade's potential in main European markets and developed 10 year cash flow projections to prioritize them based on NPV

- Finalized full launch plans in Spain and Turkey
- Developed 2001 Northern European advertising campaign, increasing penetration by 20% in Switzerland and preempting Coca Cola Powerade launch in Austria

Oct. '92 – Oct. '99  
Oct. '98 – Oct. '99

**Barilla, Parma**

**European Marketing Coordinator**

- Reporting to Barilla Europe General Manager, headed a team of 3 project managers who coordinated all European marketing projects
- Created integrated (internet/below-the-line/packaging/etc.) recipe program to increase Barilla pasta frequency of use and Barilla sauces penetration across Europe
- Developed the European section of Barilla's Internet site and a 30% quicker faultless EDI procedure to update international packaging

Sep. '97- Sep. '98

**European Innovation/Internationalization Project Manager,**

- Carried out market and competitive analysis to evaluate new business and foreign market attractiveness
- Developed new pasta ready meal range for the German market, defining entry strategy, marketing mix, communication strategy and allocating budget resources to support launch
- Coordinated all pan-European innovation marketing projects

Sep. '94 – Aug. '97

**Product Manager, Children Mini-cakes**

- Designed and implemented advertising, promotion, product and pricing strategy
- Led creative and implementation team of Libromania in-pack promotion, gaining 9 market share points

Oct. '92 – Aug. '94

**Junior Product Manager, Breakfast Mini-cakes**

- Designed and implemented the "Fornetto Scaldabrioche" promotion which increased sales by 30%
- Introduced Forsys (AI application) to correlate the results of marketing activities and production forecasts
- Participated in Edward De Bono creative thinking training and **MCE Project Management Course**

May – Sep. '92

**Colgate-Palmolive, Roma, Junior Product Manager, Oral Care.** Managed the **Plax** brand, coordinating all international functions involved in dental rinse value chain

May – Sep. '91

**Booz Allen & Hamilton, Milano, Summer Associate.** Redesigned business portfolio of Italian conglomerate. Developed Italian version of model for optimizing sales force management in financial service companies. Participated in international training program

Jan. '89 - Aug. '90

**Olivetti Systems & Networks, Torino, Information Systems Consultant, Sales Department.** Conducted pre-sales activities for banking and insurance clients. Carried out support activities on communications and networks. Gained exposure to information system change strategy. Participated in 6 months Elea training program on Unix, C language, networking, relational databases and Electronic Funds Transfer

Jul. - Dec. '88

**System, Modena: Marketing Director's Assistant,** responsible of preparing the press releases, managing the relationships with the technical press and organizing trade fairs

**EDUCATION**

1990-1992

**Columbia Business School, New York City, USA**

**MBA - Strategic Marketing - International Business**

Dean's List, fall 1991. Recipient, 1990-91 "Enrico Mattei" Fellowship awarded by ENI.

Participant, 1991 Japan Study Tour. Vice President for Internal Affairs, European Club

1983-1988

**Università di Modena, Modena**

**Laurea in Economia e Commercio, magna cum laude - June 1988**

GPA 29/30. Recipient, 1988 Thesis Award

**FOREIGN LANGUAGES**

Language	Understanding	Speaking	Writing
English	C2	C2	C2
French	C1	C1	C1
Spanish	B2	B2	B2

**SPECIALIZATION COURSES**

2007

**Financial Times Business of Luxury Summit**

2003

Conflict & Negotiation, **SDA Bocconi**

1999

Brand Positioning & Advertising, Dan Adams

1993

Creative Thinking, **Edward de Bono**

1991

Japan Study Trip, **Columbia Business School**

1989

Unix System Management, relational databases and C Language programming course of 6 months, **Elea Olivetti**