

# Roberto Zuccato

## Personal information

Married with two daughters  
Italian  
Birthdate: 09/08/62  
Birthplace: Turin

## Education

2012 **Harvard Business School, Cambridge MA, USA**  
GCPCL Global Colloquium on Participants Centered Learning

2012 **Harvard Business School, Mumbai, India**  
Global Colloquium on Case Writing

1996-97 **Darden Grad. School of BA, University of Virginia, USA**  
Bacardi executives program, General Management Program.

1981-87 **Turin University** MSc in Economics and Business 110/110 marks.  
1976-81 **Turin Jesuit College** High School Diploma in Sciences

## Teaching experience

2010 - Today **ESCP Europe – Turin Campus**  
**Affiliate Faculty Professor**  
Current: Understanding Global Luxury Markets for MSC in Luxury Management; Luxury Retail for MBA in International Management; Sales Management for the Master in International Food and Beverage Management (IFBM) and elective for the Master in International Management (MIM)  
Previous Years: International Marketing Decision Course in the Master in International Management (MIM)  
NPD course in the IFBM and in the Master in European Management (MEB)  
Marketing course in the General Management Program (GMP)  
International Marketing in the MBA Elective Course  
Principles of Marketing (part) in the Master in International Management (MIM)  
International Marketing (part) in the MIM  
Executive Courses in Sales Management, Negotiation, Brand Strategies

2021 and 2022 **Campus Einaudi – Turin University, Turin**  
**Professor of Brand and Sales Management CHINA-MED Business Program**

2018-19 **Peking University, Shenzhen, PRC**  
**Professor of Brand and Sales Management CHINA-MED Business Program**

2017-18 **Peking University, Beijing, PRC**  
**Professor of Brand and Sales Management CHINA-MED Business Program**

2013-2014-2015 **Zhejiang University, Hangzhou, PRC**  
**Professor of Brand Management, New Product Development and Negotiation ITA-CHINA Business Program**

2008 - 2012 **University of Turin Master Division, Italy** Lecturer of Marketing

2001 - 2004 **Scuola di Amministrazione Aziendale, Turin, Italy** Lecturer of Marketing

## Professional experience

2018 - Today **Salimbeni Profumi srl**  
**Founder and President/CEO**  
Digital Native Brand in Perfumes and Home Fragrances. Two physical Atelier/Stores in the heart of historical Rome and Via Brera in Milan. On-line Stores in 10 European Countries and Off-line Distributors in Far East and ROW. Collections include Eau de Parfume and Cologne, Home Car and Textile Diffusers, Scented Candles and Creams.

2009 - Today **Revers srl**  
**President and Main Shareholder**

Small Venture Capital Firm with diversified Investments in Start-Ups and On-Line Companies.

**2007 - 2018**

**Fontana Couture srl**

**CEO – Shareholder**

Italian Couture Brand, founded in 1928, distributed internationally through Multibrand luxury boutiques.

**2005 - 2006**

**Alfa Romeo - Maserati**

**Senior Vice- President Product & Marketing Alfa Romeo and Maserati**

Responsible for Alfa Romeo and Maserati Product Marketing, Operative Marketing and Marketing Communication at a Worldwide level.

Launch planning and implementation for the Alfa 147 Alfa 159 and Alfa Brera.

Line-up extensions for the Maserati Quattroporte. Member of the Maserati Board.

**2004**

**FCA Spa**

**Senior Vice-President Communication and Institutional Relations**

Worldwide responsibility on Communications, Press Department and National and International Lobbying activities. Direct report to FCA SpA CEO.

**2001-2004**

**Alfa Romeo**

**Senior Vice-President Sales Worldwide**

Responsible of Sales and Economic Result at a Market level for Alfa Romeo (3,5 bio € turnover; 176.000 car unit sale). Setting up of Alfa Romeo sales teams in W/E Europe, Japan and Latin America (approx. 300 people). Implementation of new European contract, new standards and new Corporate Identity.

**1999–2001**

**Fiat Auto SpA**

**Senior Vice-President Marketing**

Responsible for Alfa Romeo, Fiat and Lancia Brands of International Advertising, Events, Sponsoring, Media Buying and strategy coordination. Budget 250 mio €. Fiat Media Buying Center Vice-President. Board Member UPA. Definition of a distinctive Brand Vision for each make and creation of brand teams in 20 markets.

**1996-99**

**Bacardi-Martini Group**

**Vice-President Sales & Marketing Italy**

Responsible for Marketing, Sales and Trade Marketing. Portfolio of nearly 15 brands: Bacardi, Martini, Martini Sparkling Wines, Jack Daniel's, Champagne Pommery. 60 staff members + 200 salesman, 60 mio € budget.

**1992-96**

**Bacardi-Martini group**

**Marketing Director Italy and International Marketing Manager Martini Brand**

Responsible of 40 mio € budget, +30 staff members. Development of NPD and Modern Trade functions. Repositioning of Martini Brand. New B/W int'l Adv. Campaign ("Martini Man"). Report to Commercial Director Italy and VP Marketing Europe (Amsterdam).

**1988-92**

**Luigi Lavazza SpA**

**Marketing Manager**

Responsible of 50 mio € budget, 20 staff members. Sponsoring of the Ski World Cup. Coordination of range development and marketing strategies in international markets (France, Germany, UK, USA). Direct report to SVP Sales

**1987-88**

**Anderson & Lembke-BBI group Helsingborg(SWE)**

**Junior Consultant**

**1986-87**

**Pragmos sas Consulting Company Turin**

**Junior Consultant**

Activity areas: logistics and sales network management.

**Recognitions**

**Mediaset "Trenta secondi d'oro"** for the best communication strategy.

Marketing Director's Italian Ass.: **"Gold Plate"** for the best Marketing Strategy