

Roberto Zuccato

Personal information	Married with two daughters Italian Birthdate: 09/08/62 Birthplace: Turin
Education	<p>2012 Harvard Business School, Cambridge MA, USA GCPCL Global Colloquium on Participants Centered Learning</p> <p>2012 Harvard Business School, Mumbai, India Global Colloquium on Case Writing</p> <p>1996-97 Darden Grad. School of BA, University of Virginia, USA Bacardi executives program, General Management Program.</p> <p>1981-87 Turin University MSc in Economics and Business 110/110 marks. 1976-81 Turin Jesuit College High School Diploma in Sciences</p>
Teaching experience	<p>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</p> <p>2021 and 2022 Campus Einaudi – Turin University, Turin Professor of Brand and Sales Management CHINA-MED Business Program</p> <p>2018-19 Peking University, Shenzhen, PRC Professor of Brand and Sales Management CHINA-MED Business Program</p> <p>2017-18 Peking University, Beijing, PRC Professor of Brand and Sales Management CHINA-MED Business Program</p> <p>2013-2014-2015 Zhejiang University, Hangzhou, PRC Professor of Brand Management, New Product Development and Negotiation ITA-CHINA Business Program</p> <p>2008 - 2012 University of Turin Master Division, Italy Lecturer of Marketing</p> <p>2001 - 2004 Scuola di Amministrazione Aziendale, Turin, Italy Lecturer of Marketing</p>
Professional experience	<p>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.</p> <p>2009 - Today Revers srl President and Main Shareholder</p>

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 salesmen, 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