

Gianluigi Zarantonello



PERSONAL INFORMATION

Name **GIANLUIGI ZARANTONELLO**
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Nationality Italian

Date of birth 23/02/1980 – VALDAGNO (VI)

I'm agree with the treatment of my personal information according to D.Lgs. 196/2003

WORK EXPERIENCE

From November 2016 to now

GLOBAL HEAD OF DIGITAL SOLUTIONS DEPARTMENT

- Name and address of employer
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities

Valentino Spa

Luxury

Director of Department

I'm in charge of managing digital solutions across the company, for putting in place a real and valuable Digital Transformation.

My department, working close to IT, HR and all business lines, think and develop a wide range of technologies (i.e. dam, intranet, mobile app, shooting tech, marketing and Hr app) and our main goal is to facilitate the digitalization of all the processes, for employees and customers.

Bridging the gap between IT and business, I keep up both with the latest innovations in order to maintain a consistent digital strategy and a shared vision.

From 2015 to October 2016

CHIEF DIGITAL OFFICER

- Name and address of employer
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities

OVS Spa / Gruppo Coin Spa

Retail

Chief Digital Officer

I report to CIO, and working close to marketing, sales and business lines in general I'm in charge of governance, development and innovation of technology ecosystem focused on customer experience for the brands OVS, Coin, Coincasa, Upim, Excelsior Milano, lana, Eat's, Blukids, Shaka Innovative Beauty.

I help businesses transform traditional IT policies and business processes to accommodate strategic issues such as mobile technologies and applications, omnichannel retail environment, innovative payment system, information management governance, advanced analytics and CRM, digital transformation in general.

Bridging the gap between IT and business, I keep up with the latest IT innovations in order to maintain a consistent digital strategy using all the data to contribute to the organization's ROI.

I'm the coordinator of the internal Innovation Lab of the company.

From March 2012 to 2014

- Name and address of employer
 - Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

DIGITAL MARKETING MANAGER

OVS Spa / Gruppo Coin Spa
Retail
Digital and multichannel marketing manager
Head of digital marketing team for brands OVS, Coin, Upim, Excelsior Milano, Eat's, Shaka Innovative Beauty, Blukids and lana. In charge of online advertising, web marketing (seo, social, email marketing etc.), e-commerce platform, new digital media development (mobile, apps, digital signage), digital crm.

From 2006 to March 2012

- Name and address of employer
 - Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

WEB MARKETING MANAGER

Coin Spa (Gruppo Coin)
Retail
Digital marketing and e-commerce manager
Head of web marketing, e-commerce manager (home decoration eshop) and project leader on the digital and multichannel marketing projects for brands Coin, Upim, Excelsior Milano, Eat's and lana.

From 2002 to September 2006

- Name and address of employer
 - Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

FREELANCE CONSULTANT IN MARKETING, DIGITAL COMMUNICATION AND WEB MARKETING

Self Employed
Consultant
Partner
Project on the web, external relations, communication, sales force, multichannel retail

From 2003 to May 2009

- Name and address of employer
 - Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

PROJECT LEADER AND DIGITAL COORDINATOR

Connecting-Managers
Marketing and Communication / Business Networking
Manager
Head of marketing activities (strategic and tactic), event management, web marketing

From 2004 to 2005

- Name and address of employer
 - Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

MARKETING MANAGER

Agenzia Giornalistica Europa
Press
Manager
Head of marketing activities (strategic and tactic), brand building, digital advertising, business developer

From 2004 to 2005

- Name and address of employer
 - Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

CHIEF CONTENT MANAGER

Comunitazione.it
Press/Web
Manager/Writer
Head of content development, external relations, team coordinator, content design and planning

EDUCATION AND TRAINING

2015: Workshop Executive "Governance in the Digital Enterprise" - Digital Enterprise Lab (Università Ca' Foscari, Venezia)

2013: Intensive Course La comunicazione nella gestione delle relazioni professionali - Manageritalia Veneto

2013: Intensive Course La gestione del conflitto nelle organizzazioni - Manageritalia Veneto

2013: Intensive Course Il pensiero creativo - Manageritalia Veneto

2011: Workshop 4th IT Executive Meeting - Web 2.0, Shopping 3.0 - What release is IT in Retail - IGDS (Venice)

2011: Workshop Innovation Processes at Department Stores - IGDS (Cape Town)

2009: Workshop E-Commerce & Multichannel Retail - IDGS.org (Zurich)

2008: Workshop E-Commerce & Multichannel Retail - IDGS.org (Istanbul)

2006: Intensive Course (Two Days) Web Marketing One to One, Sito Vivo Srl, in Turin

2006: Intensive Course (One Day) Oltre l'efficienza verso l'orlo del caos: può la complessità semplificare la vita?, Formteam and Campus Web

2006: Intensive Course (Two Days) NPL School: Time management and Leadership, Formteam, in Palmanova (Udine)

2004: Bachelor in Science of Communication, with marketing specialization (5 years), Università di Padova. Thesis: "The valorisation of the territory as competitive strategy in the luxury's global market" with three case-histories Score: 110 (full marks with honors)

2004: Course Crm e marketing one to one - Webbit

2004: Course Web marketing: strumenti utili - Webbit

2004: Course Nuove strategie di marketing - Webbit

1999: High School Degree at Liceo Classico "G.G.Trissino" of Valdagno (VI), score 100/100

PERSONAL SKILLS AND COMPETENCES.

MOTHER TONGUE

ITALIAN

OTHER LANGUAGES

- Reading skills
- Writing skills
- Verbal skills

ENGLISH

EXCELLENT

GOOD

EXCELLENT

SOCIAL SKILLS AND COMPETENCES

I had many experiences with academic and professional society, with important roles. I've played basketball in a team for ten years and in general I like very much playing sport in team. I often have role of coordinator in my professional activities and I enjoy the team working.

ORGANIZATIONAL SKILLS
AND COMPETENCES

Project Management, Cloud working, Cross Functional team leader.

I've organized and coordinated on the net the team of the network www.connecting-managers.com and I have been for two years the team leader of the collaborators of www.comunitazione.it, both without a headquarter.

Now I'm the leader of all IT digital projects at OVS and head of digital technology marketing team. I'm in charge of many cross functional projects and I'm the coordinator of the internal Innovation Lab.

TECHNICAL SKILLS
AND COMPETENCES

Digital Transformation and Digital Disruption Management, E-commerce and multichannel retail, Web Marketing, Digital communication, Omnichannel strategy, Marketing technology, Customer driven IT development, Social media marketing, Innovation Management, Analytics, CRM and customer master data management. For more information: www.gianluigizarantonello.it

ARTISTIC SKILLS

Since I was eleven I've played classical and acoustic guitar.

DRIVING LICENCE(S)

B, Car

ADDITIONAL INFORMATION

International speaker and team worker as italian delegate (my company is the only associate for the country) on digital issue in lgds.org events

For the future I'm looking for:

- Chief Digital Officer Role
- E-commerce & Multichannel Retail Manager Role
- Chief Marketing Technologist Role
- Digital Marketing Manager Role.
- Omnichannel Marketing Role

FOR MORE INFORMATION PLEASE CHECK MY LINKEDIN RESUME

[linkedin.com/in/gianluigizarantonello/](https://www.linkedin.com/in/gianluigizarantonello/)