

Gianluigi Zarantonello

Digital Transformation Executive | Fashion & Luxury Industry

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Executive Summary:

Digital Transformation Executive with 20+ years of experience in the fashion and luxury industry. Specialized in driving the convergence between business strategy and technological innovation, orchestrating digital transformation projects on a global scale. Proven track record of building omnichannel ecosystems and implementing innovative solutions that accelerate business growth.

Professional experience

Global Digital Solutions Director

Valentino Spa

November 2016 – June 2025

- **Leads the global digital transformation** of a leading luxury brand, orchestrating the strategic integration of business and technology globally
- **Develops and governs the company's technology ecosystem** in direct collaboration with HR, IT and business functions, acting as a strategic bridge
- **Implements omnichannel strategies** and innovative customer experience solutions on an international scale

Chief Digital Officer

OVS Spa

January 2015 – October 2016

- **Coordinates the entire customer-facing technology stack** for a portfolio of 9 brands (OVS, Coin, Coincasa, Upim, Excelsior Milano, Iana, Eat's, Blukids, Shaka Innovative Beauty)
- **Leads governance, research and analytics** of digital technologies with a focus on retail innovation
- **Develop data-driven strategies** for optimizing the omnichannel customer experience

Digital Marketing Manager

Coin Group

March 2012 – December 2014

- **Leads the integrated digital strategy** for 6 of the group's brands, orchestrating multifunctional teams and cross-brand projects
- **Implements digital transformation projects** focused on customer experience and marketing technology

- **Develop scalable digital communication frameworks** on multiple properties

Web Marketing Manager

Coin

September 2006 – March 2012

- **Pioneer of digital strategies** for the Coin, Upim and Excelsior Milano brands in the pre-social and mobile era
- **Develops innovative projects** in web marketing and new media, creating the foundations of the omnichannel approach

Digital Marketing Consultant

Independent Activity

November 2005 – September 2006

- **Strategic advisory** for several companies on marketing, communication and digital transformation

Head of project and Community Manager

Connecting-Managers

June 2003 – September 2006

- **Leads the first digital professional networking project in Italy** with thousands of members (marketing managers, advertising professionals, consultants, web solution providers)
- **Develop innovative omnichannel strategy** by integrating online activities with over 40-50 annual live events nationwide
- **Orchestrates the digital community** and coordinates editorial team for the creation of strategic content

Marketing Manager

News Agency Europe

November 2005 – September 2006

- **Develops digital marketing strategy** for news agencies with an online focus, remotely managing B2B products, press office outsourcing services and digital solutions for SMEs
- **Implement SEO/SEM strategies and company website upgrades** to improve online presence and customer acquisition
- **He manages the evolution of the agency's corporate image and brand identity** , coordinating communication and marketing activities

Senior Content Manager

Comunitazione.it

November 2005 – September 2006

- **Coordination of the editorial team and management of the** workflow of the publishing system, supervising professional editors and registered contributors
- **Pioneer in the development of one of the first Italian collaborative platforms** with an internal social network system, user profiles and activity stream (2002)
- **Development of strategic partnerships and the evolution** of the site together with the founder

Strategic Skills

Digital Strategy & Business Transformation

Digital strategy, omnichannel transformation, e-commerce, retail innovation, customer experience design, technology adoption

Technology Leadership

System integration, cloud transformation, IT strategy, marketing technology stack, CDP, AI implementation

Innovation Management

Change management, open innovation, cross-functional team leadership, international project orchestration

Industry Expertise

Fashion & luxury vertical, retail dynamics, brand management, customer journey optimization, IT transformation

Training & Certifications

Bachelor's Degree in Communication Sciences | University of Padua (June 2004)

Thesis: "The enhancement of the territory as a competitive strategy in the global luxury market"

Score: 110 laude

"Maturità Classica" high school diploma | Liceo G.G. Trissino di Valdagno (July 1999)

Score: 100/100

Executive Education Continues | Digital governance, leadership, change management with numerous certifications in Italy and abroad.

Thought Leadership & Publications

Book

- **"Marketing Technologist. Transforming the company with the customer at the center"** | Franco Angeli, 2020

Strategic Publications

- Over **400 articles** on marketing and digital transformation published in specialized publications
- **Book chapters** on customer experience, mobile commerce, and digital innovation
- **Proprietary blog:** internetmanagerblog.com, focus on business innovation (since 2002)

Speaking & Teaching

- **Executive lecturers** at CUOA, IULM, STOGEA and universities
- **Keynote speakers** on digital transformation, innovation and marketing technology
- **Proprietary channels:** [Telegram](#) and [WhatsApp](#), [personal newsletter](#), for thought leadership

Professional Goals

Roles for the future:

- **Chief Digital Officer** or executive positions in digital transformation
- **CIO with a strong business orientation**
- **Executive roles** in customer experience e marketing technology
- **Leadership omnichannel retail & e-commerce**
- **Advisory and training** on business transformation, digital innovation, AI and emerging technologies with strong organizational focus

Born on 23/02/1980 | Married | Consent to the processing of personal data under the GDPR
Further details on professional skills on the [Linkedin profile](#)