

EUROPEAN FORMAT CV



PERSONAL

Name

GIUSEPPE ALBEGGIANI

Address

Phone

PROFESSIONAL

- timing (from – to)
- company name and location
 - kind of business
 - title
- main responsibility

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February to Current

Rome Business School

Education

Master Curator

Master Structure, contents & team, teaching

August 2017 to current

Fight Network International

Fight Sports TV Channel 165 DTT

General Manager

Development Marketing and Sales

June 2017 to current

Volley Pesaro Waves

Volley Club serie A1 femminile

Partnerships Manager

Sponsorship development & management

October 2016 to current

Nuvolari SuperSport

Automotive Sports TV Channel 61DTT

Sales & Marketing Manager

Advisor

December 2016 to current

UISM

Università degli Studi di Roma Foro Italico

Professore a contratto

Corso di Marketing dello Sport

August 2015 to November 2015

U.C. Sampdoria

Calcio Serie A

Consultant

Marketing and Sales

- timing (from – to) January 2015 current
- company name and location Media – One Rome
 - kind of business Concessionaria Pubblicitaria
 - title Consultant
- main responsibility Marketing Associate

- timing (from – to) January 2012 to January 2013
- company name and location Open Knowledge Milan
 - kind of business Social Commerce
 - title Consultant
- main responsibility Advisor

- timing (from – to) January 2010 current
- company name and location The Brand Experience srl Rome
 - kind of business marketing and e-commerce consultant
 - title Entrepreneur
- main responsibility Partner

- timing (from – to) January 2012 April 2013
- company name and location Etnocom etnomarketing srl Rome
 - kind of business Marketing and Communications
 - title Entrepreneur
- main responsibility President

- timing (from – to) June 2006 December 2011
- company name and location Etnocom etnomarketing srl Rome
 - kind of business Marketing and Communications
 - title Entrepreneur
- main responsibility Managing Director

- timing (from – to) October 1999 May 2006
- company name and location JWT spa - DigitalWT Milan
 - kind of business Marketing and Communications
 - title Manager
- main responsibility Managing Director

- timing (from – to) September 1997 September 1999
- company name and location Bulgari co. of America New York USA
 - kind of business Jewelry and Luxury Goods
 - title Manager
- main responsibility Marketing Director

- timing (from – to) January 1994 August 1997
- company name and location Gruppo Stet Clipper s.p.a. Rome
 - kind of business Marketing and Communications
 - title Manager
- main responsibility General Manager

- timing (from – to) April 1991 December 1994
- company name and location Saatchi&Saatchi London Rome
 - kind of business Marketing and Communications
 - title Manager
- main responsibility Regional Account Director

- timing (from – to) December 1989 March 1991
 - company name and location Welcome srl Adv Rome
 - kind of business Political Marketing and Communications
 - title Entrepreneur
 - main responsibility General Manager

- timing (from – to) January 1987 November 1989
 - company name and location JWT s.p.a.Milan
 - kind of business Marketing and Communications
 - title Executive
 - main responsibility Strategic Planner

- timing (from – to) April 1986 December 1987
 - company name and location DMB&B s.p.a. Milan
 - kind of business Marketing and Communications
 - title Employee
 - main responsibility New business

- timing (from – to) February 1985 March 1986
 - company name and location Saatchi&Saatchi s.p.a. Rome
 - kind of business Marketing and Communications
 - title Employee
 - main responsibility Account Executive

- timing (from – to) October 1983 January 1985
 - company name and location M.O. Inc. Los Angeles USA
 - kind of business Sales Consultant
 - title Employee
 - main responsibility Sales Agent

EDUCATION

- timing (from – to) 1985
- institution and location UCLA - Los Angeles, CA., USA
 - focus of studies Psychology and organizational Behaviors
 - title Diploma

- timing (from – to) 1984
- institution and location YALE University - New Haven, CT., USA
 - focus of studies Marketing and Sales
 - title Diploma

- timing (from – to) 1978 1984
- institution and location University La Sapienza di Roma
 - focus of studies Laurea in Economia e Commercio
 - title Laurea
 - marks 110 e lode

- timing (from – to) 1978
- institution and location High School Torquato Tasso Roma
 - focus of studies Liceo Classico
 - title Maturità
 - marks 60/60

SKILLS

MOTHER TONGUE

ITALIAN

OTHER LANGUAGES

reading
writing
speaking

ENGLISH

EXCELLENT

EXCELLENT

EXCELLENT

RELATIONSHIP SKILLS

Living and working with other people, in multicultural environment, managing position where communication is key like i.e. culture and sport, at home, etc.

BASKETBALL PLAYER SINCE I WAS 7 YEARS OLD, I'VE LEARNED HOW TO KEEP AND SHARE RESPONSIBILITIES BOTH ON THE COURT AND ON THE BENCH, INDIVIDUALLY AND AS A GROUP. AS DIRECT AND STEP FATHER OF 3 BOYS AND 2 GIRLS WITH 3 DIFFERENT RELIGIONS COMING FROM NORTH, SOUTH OF ITALY AND ETHIOPIA, I CAN COHERENTLY GUARANTEE A MULTICULTURAL AND PATIENT APPROACH TO PERSONAL AND PROFESSIONAL LIFE.

ORGANIZATIONAL SKILLS

Managing people, projects, balance sheets; on the job, in other activities like i.e. culture and sport, at home, etc.

28 SUCCESSFUL YEARS COVERING MANAGERIAL RESPONSIBILITIES FROM SMALL TO LARGE CORPORATIONS IN ITALY AND UNITED STATES. I'VE STARTED 6 COMPANIES UP LEARNING HOW TO SUPPLY LIMITED RESOURCES WITH CREATIVITY; MANAGE FORECAST BUDGETING, PRIVATE AND PUBLIC FINANCIAL PLANS;

TECHNICAL SKILLS

Computer, technical machinery etc.

AMONG THE FIRST IN ITALY IN REPLACING SECRETARY SERVICES WITH A PC AND IMPORTING AND SHARING THE INTERNET CULTURE.

ARTISTIC SKILLS

Music, Writing, Visual Art etc.

PUBLICATIONS:

SMARKETING. COME CINQUE MESI COL VIPERETTA RISCHIANO DI FAR VENIRE MENO LA FEDE NEL MARKETING STRATEGICO.

2016

AMAZON: WHO'S THIS? SELINA PELLEGRINI AND GIUSEPPE ALBEGGIANI - AMAZON ARMANDO EDITORE 2013;

BLUES MARKETING. STEPHANIE CAPPARELL AND GIUSEPPE ALBEGGIANI - BALDINI CASTOLDI DALAI 2007

GUITAR AND PIANO AMATEUR PLAYER

OTHER SKILLS

Skill previously not mentioned.

Since 2017 member of the Dragolab Publishing Company Board producing cultural exhibitions. Last Production: Roma Macro di via Nizza – Cross The Streets – Street Artists coming from all over the world painting the walls of the famous Roma's Museum.

Since 2004 member of the Swiss Foundation Music and Movie producing Orvieto Musicalcinema Festival

Since 2001 columnist at Metronews International about Marketing and Ethics. Since 1988 involved in teaching marketing advertising audiovisual production internet communication by many different Institutions like Trento School of Management, Istituto Europeo di Design, Ateneo Impresa, Formedia, Università Paolina, Anica Associazione MAGICA, Luiss Roma, Bocconi Milano, Istud Stresa.

DRIVING AND OTHER LICENCES

Car category B;
Sailor (sailing and motor boat) over 12 nautic miles;
Ship Radio and Telegraphist.
Advanced Diving.

OTHER INFO

I've served the Army at Carabinieri as Responsible Supply Chain and Vehicles Maintenance by Seconda Legione Roma. I've played basketball for 50 years (still playing in basic federal divisions) with absolute leadership in serie C, good performance in serie B and one year of proud bench in serie A.

I authorize the use of my personal data as required by the D.Lgs.196/2003

Rome Sept. 23th 2017

Giuseppe Albeggiani

GIUSEPPE ALBEGGIANI

Giuseppe Albeggiani was born in Italy at Mantua, 56 years ago.

One love, Selena and 5 children in his heart: Arianna, Davide, Habtamu, the first black Albeggiani coming from Ethiopia in 2005, Federico and Germana.

He loves sailing, diving, Alpine skiing, tennis, but his real passion is basketball, he still proudly practices 50 years after the first day he placed his hands on an orange wedged ball.

Education

He has got his Bachelor with full marks and laud in Economia e Commercio by Università La Sapienza Rome with a final paper on Strategic Planning and then specialized at YALE in Marketing and UCLA in Psychology and Organizational Behaviors.

The Sport Commitment

Since ever a Sport Passionate, after many years as President of his own amateur Team, Giuseppe moved to Genova to relaunch the Soccer Team Sampdoria under the ownership of Mr. Ferrero. This experience resulted in a book Smarketing which synthetizes contemporary marketing tools and theories.

His sport professional skills allowed him to then take responsibility for the relaunch of an established automotive TV Channel, Nuvolari, and the launch of the new TV Channel Fight Network, an international venture fully dedicated to fighting sports, the new trend all over the world.

Last assignment by the Volley Pesaro A1 feminine Club. For this Club introduced, first in Italy, the concept of Native Advertising: a web serie that involves the 12 athletes in a video production written for product placement purposes and published on the site corrieredellosport.it.

Since January 2017, Giuseppe works, as a contract Professor, at Università degli Studi Foro Italico, teaching Sport Marketing with a great focus on new digital techniques to build value around each Sport Activity re designing the business model of the Sport Industry.

Consultant & Entrepreneur

He is currently working on the launch of:

- Vericode tracing tools
- Rapallo Red Carpet
- Coolsit scooters accessory line

In 2015 he placed his skills in positioning and building sales and distribution networks of **Media-One**, an advertising agency selling advertising spaces in 2.154 railways stations all over the Italian territory. Media-One sales force is now 10 national key clients' accounts and 40 local agents supported by simple but extremely sophisticated digital tools made accessible via internet.

Since 2012 his energies are also invested in the family owned consultant Company **TheBe**. TheBe imported in Italy the new business model of the "edistore" from US, opening ecommerce ventures for different publishers like Metronews, Il Denaro, La Sicilia.

TheBe also was able to test new applications of the Virtual Show Rooms designed to evolve the retail Italian industry, participating and being appointed with public European and Italian funds dedicated to technology and process innovation.

In January 2006 Giuseppe founded **Etnocom Etnomktg**, the first and unique Italian consultant company dedicated to Multicultural Marketing, opening offices in Rome and Milan. This company was able to change the common perspective about immigration from social issue to economic opportunity. For this reason after 9 years, Giuseppe is still considered an expert in this matter and officially called in working groups and conferences by Ministero del Lavoro and Caritas.

Within Etnocom incubates **Open-Knowledge**, the most interesting and successful Italian consultant company dedicated to help organizations in creating value from the social and digital transformation, leveraging the extraordinary opportunities offered by collaborative paradigms and emerging technologies, of which remain Board Member for a year.

Manager

Before in **J.Walter Thompson**, first as Strategic Planner, then Managing Director at **digital@jwt**. Previously in Saatchi&Saatchi as Regional Account Director on P&G.

With **digital@jwt** is personally involved in the positioning and launch of the new Luxury Retail Network of the Natuzzi leather sofa industry. For Natuzzi he creates produces and manage the first APP for PC and Tablets, dedicated to the B2B product presentation and order collection, successfully presented at the Kölnmesse 2005.

Abroad experience

Twice in the USA.

In New York, Marketing Director at **Bulgari Corporation of America** where Giuseppe in full autonomy from the central office managed a network of 13 flagship stores, 43 dealers and 15 shop in shop in the luxury retail segment all over the territory. Launching in the mean while a catalogue dedicate to luxury potential clients living in areas with no luxury retail opportunities, called Art de Vivre, that became the second Bulgari Store in USA with a revenue of 3.150.000 dollars, only second to 5th Avenue Flagship Store.

In Los Angeles, Junior Consultant by **M.O.inc. Ambrosetti Group Milan**, Giuseppe helped building sales and distribution networks for different Italian Brands in multiple market segments from waterproofing membranes (Valli Zaban Prato) to wine corks (Valli di Tempio Pausania Sardegna) dedicated to the most important US wine makers like Ernest&Giulius Gallo.

In Athen Greece, **Gruppo Stet**, as Deputy Marketing and Advertising Manager at **Stet Hellas**. Then in Rome as General Manager of the Web Agency Clipper s.p.a., owned by **FIAT**, **Gruppo Stet** and the advertising agency **DMB&B**. Maybe the first Italian company to use Internet in terms of communications, marketing and sales mostly in favor of the automotive industry (Fiat, Ferrari and LanciaY) and to produce multimedia cultural products for Palazzo Grassi Venice, winning a Prize at the Digital Communication Festival of Biarritz 2005, with a CDRom compendium of the exhibition "I Greci in Occidente".

Cultural commitment

Member of the Board of Dragolab Publishing company is involved in the production of cultural events such as in the last year: Cross The Streets – Street Art Exhibition at Macro Museum in Rome; The Moleskine Black Wall Installation by artist JB Rock; the Baba Sissoko & Jack Spittle concert in Rome.

Member of the board of the Swiss Foundation Music and Movie producing the Orvieto MusicalCinema Festival. Columnist at the free press Metronews International about Marketing and Ethics. Giuseppe wrote three books: **Smarketing** di Giuseppe Albeggiani Amazon Pinocchio editore 2016. An unconventional vision of Sport Marketing applied to a Football Club. **Amazon: Who's this?** di Selena Pellegrini and Giuseppe Albeggiani - AMAZON ARMANDO EDITORE 2013. This book analyses the equation of the edistore introduced by Jeff Bezos in USA when Amazon acquired the Washington Post but already tested in Italy by TheBe Giuseppe Albeggiani e Selena Pellegrini with the ecommerce ventures for MetroNews, Il Denaro and LaSicilia; **Blues Marketing** Stephanie Capparel and Giuseppe Albeggiani - BALDINI CASTOLDI DALAI 2007. This Book tells the story of the first American colored sales force network, established by PepsiCola to anticipate CocaCola in binding as consumers the new Afro American bourgeoisie.

His teaching activity regards sales, marketing and traditional and digital communications by many Institutions like Trento School of Management, Istituto Europeo di Design, Ateneo Impresa, Formedia, Università Paolina, Anica Associazione MAGICA, Luiss Roma, Bocconi Milano, Istud Stresa.

Co-founder of the no-profit Associatio BabelTV that produces and broadcast the homonymous TV Channel BABELTV dedicated to the Immigrants target.

GIUSEPPE ALBEGGIANI

Giuseppe Albeggiani è nato in Italia a Mantova 56 anni fa.

Un amore, Selena e 5 ragazzi nel cuore: Arianna, Davide, Habtamu, il primo Albeggiani nero arrivato dall'Etiopia nell'agosto 2005, Federico e Germana.

Adora la vela, la subacquea, lo sci alpinistico, il tennis, ma la sua passione di sempre è il basket che ancora pratica con soddisfazione a 50 anni dal primo giorno ha messo mano su un pallone a spicchi.

La formazione

Si è Laureato a pieni voti in Economia e Commercio presso l'Università La Sapienza di Roma con una tesi in Pianificazione Strategica e specializzato a YALE in Marketing e UCLA in Psicologia delle organizzazioni aziendali.

Un diploma di Maturità classica a pieni voti e uno di preparatore atletico per la Federazione Italiana Pallacanestro.

La dedizione allo Sport

Da sempre appassionato di Sport, dopo molti anni come presidente del proprio Club di Basket amatoriale, Giuseppe si sposta a Genova per rilanciare la Sampdoria sotto la presidenza del signor Ferrero. Questa esperienza produce un libro, Smarketing, che sintetizza strumenti e teorie contemporanee del marketing sportive.

Il suo know how sportive lo porta quindi a rilanciare un affermato canale televisivo dedicato agli sport automobilistici, Nuvolari e a lanciare un nuovo canale, Fight Network, una produzione internazionale e nazionale completamente dedicata agli sport da combattimento, il nuovo trend in tutto il mondo.

L'ultimo incarico lo vede a Pesaro presso la Volley Pesaro Waves, squadra femminile appena ritornata in A1 per la quale sviluppa primo in Italia, un progetto di Native Sponsorship: una web serie che vede le 12 atlete del club impegnate in una produzione video scritta per ospitare product placement e pubblicata sul corrieredellosport.it.

Esperienze manageriali

Precedentemente in **J.Walter Thompson** Milano, dove aveva già lavorato come Strategic Planner, in qualità di Managing Director della **digital@jwt**. Prima ancora in **Saatchi&Saatchi** Roma come Regional Account Director sul cliente P&G e in **DMB&B** Milano come responsabile New Business.

Con la **digital@jwt** collabora attivamente ed in prima persona al posizionamento ed il lancio della nuova rete di Concept Store "U di Natuzzi", dedicata al segmento alto di gamma del divano imbottito di pelle disegnando, producendo e gestendo la prima APP dell'industria degli imbottiti dedicata a una forza vendita internazionale per la presentazione e la raccolta degli ordini b2b su PC e Tablet, presentata al salone di Colonia del 2005.

Since January 2017, Giuseppe works, as a contract Professor, at Università degli Studi Foro Italico, teaching Sport Marketing with a great focus on new digital techniques to build value around each Sport Activity re designing the business model of the Sport Industry.

Consulente e Imprenditore

Correntemente sta lavorando a:

- Vericode tracing tools
- Rapallo Red Carpet
- Coolsit scooters accessory line

Nel 2015 ha messo la sua competenza a servizio della costruzione della rete commerciale e del posizionamento di **Media-One srl**, concessionaria pubblicitaria di ben 2156 stazioni del patrimonio RFI per cui ha costituito una rete vendita fatta di 10 key account a livello nazionale e 40 agenti per la cura della clientela locale, coordinata e supportata da semplici ma sofisticati supporti digitali.

Dal 2012 mette le sue energie nella startup **TheBe** che importa in Italia il nuovo modello di business per l'editoria affermato negli USA, l'ediStore, e gestisce negozi ecommerce per le testate giornalistiche Metro, La Sicilia. Il Denaro.

Con TheBe sperimenta tra i primi in Italia le applicazioni di Virtual Show Room destinate a rivoluzionare il sistema Retail del nostro paese vincendo bandi pubblici sull'innovazione tecnologica e di processo.

Nel gennaio 2006 fonda insieme a Silvio Abbro la **Etnocom Etnomktg**, la prima società di consulenza mktg e comunicazione italiana dedicata al marketing multietnico con sedi a Roma e Milano; società capace di rivalutare quale opportunità economica il fenomeno immigrazione interpretato fino a quel punto solo in chiave di problematica sociale. Per questo ancora oggi è spesso convocato dal Ministero del Lavoro e dalla Caritas come esperto in materia.

All'interno di Etnocom Etnomktg, incuba i primi 6 mesi di vita di **Open-Knowledge** la più bella, avanzata e affermata realtà consulenziale italiana dedicata ad aiutare le organizzazioni a generare valore dalla social e digital transformation, facendo leva sulle straordinarie opportunità offerte dalle logiche collaborative e dalle tecnologie emergenti, di cui rimane per un breve periodo membro del Management Board.

L'esperienza all'estero

A New York, Marketing Director alla **Bulgari Corporation of America** dove gestisce e sviluppa in autonomia dalla sede Italiana, una rete di 13 negozi a brand, 43 dealers e 15 shop in shop nel segmento alto del Retail del lusso statunitense su tutto il territorio. Parallelamente stampa e distribuisce con accuratezza nel Midland USA, in territori scoperti dal punto di vista del Retail di lusso, un catalogo cartaceo dal titolo l'Art de Vivre che diventa il secondo negozio della rete distributiva Bulgari negli Stati Uniti con un fatturato al primo annuo di 3.150.000 dollari, secondo solo al flagship store di 5th Avenue.

A Los Angeles, Junior Consultant presso la **M.O.inc.** del **Gruppo Ambrosetti di Milano**, contribuisce a costruire reti distributive per diversi brand italiani delle più disparate categorie merceologiche: dalle membrane bituminose della Valli Zaban di Prato ai tappi di sughero delle Valli di Tempio Pausania in Sardegna destinati ai principali produttori di vino USA come Ernest&Giulius Gallo.

Una volta in Grecia, ad Atene, nel **Gruppo Stet** in qualità di Marketing e Advertising Manager per la **Stet Hellas**, la TIM Greca

per intenderci, poi di ritorno a Roma come General Manager della Web Agency **Clipper s.p.a.** di proprietà **FIAT, STET e DMB&B**, forse la prima società in Italia ad essersi occupata di Internet in termini commerciali, ovviamente e soprattutto a servizio della industria automobilistica dalla Ferrari alla LanciaY fino ai primi prodotti multimediali per la cultura di Palazzo Grassi Venezia con cui vince un Premio al Festival della comunicazione digitale di Biarritz nel 1995 col CD Rom interattivo prodotto a compendio della mostra "I Greci in Occidente".

L'impegno culturale

Membro del Board della Dragolab Publishing company è coinvolto nella produzione di eventi culturali come ad esempio nel 2017: Cross The Streets – Street Art Exhibition at Macro Museum in Rome; The Moleskine Black Wall Installation by artist JB Rock; the Baba Sissoko & Jack Spittle concert in Rome.

Membro del consiglio della Fondazione Svizzera Music and Movie produttrice del festival OrvietoMusicalCinema. Editorialista sul tema Marketing e Etica per il quotidiano free press Metro.

Ha scritto tre libri: **Smarketing** di Giuseppe Albergiani - Amazon Pinocchio editore 2016. Una visione non convenzionale del marketing sportivo applicato a un famoso Club di Calcio italiano. **Amazon: chi era costui?** di Selena Pellegrini e Giuseppe Albergiani - Amazon Editore 2013, che illustra e disegna l'equazione del modello di business dell'editore, introdotto negli USA da Jeff Besos con l'acquisizione del Washington Post da parte di Amazon e già sperimentato in Italia da TheBe proprio di Giuseppe Albergiani e Selena Pellegrini con i portali ecommerce dei Quotidiani Metro, Il Denaro e La Sicilia; **Blues marketing** di Stephanie Capparell e Giuseppe Albergiani - Baldini Castoldi Dalai Editore 2007, che racconta la storia della prima forza vendite di colore americana voluta dalla PepsiCola negli anni 50 per battere la concorrenza della CocaCola andando a conquistare la nuova borghesia emergente afroamericana.

Ha insegnato marketing, vendite e comunicazione presso vari istituti quali Trento School of Management, Istituto Europeo di Design, Ateneo Impresa, Formedia, Università Paolina, Anica Associazione MAGICA, Luiss Roma, Bocconi Milano, Istud Stresa. E' co-fondatore della Associazione non a fini di lucro BabelTV che produce l'omonimo canale televisivo dedicato agli stranieri su digitale terrestre.