



# Daniele Rozzoni

Strategy Manager

📍 20090 Trezzano sul Naviglio, Metropolitan City of Milan, Italy

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## Links

 [LinkedIn](#)

## Languages

Italian (Native)

French (Fluent)

English (Fluent)

## About

Energetic and Innovation oriented Director, with international experience and full commitment to the 2030 Sustainable Development Agenda. Thanks to collaborative leadership, creative vision, and integrity, I've fostered business results growth across different markets and geographies. Curious, inclusive, and action oriented, with strong networking skills, I'm passionate about new marketing frontiers, smart cities, renewable energy, and multimodal mobility. I'm equally in love with deeply knowing history as I am with exploring and embracing the future with the latest technologies like XR, AI and Blockchain.

### BRANDS WORKED WITH

FONDAZIONE NICOLA BULGARI

Henkel Italy

Iveco

IVECO BENELUX

IVECO HEADQUARTERS

Milan

OF KERETE S.r.l.

QP) EDITORIALE DOMUS (ED

RECKITT BENCKISER

## Experience

### ● STRATEGY ADVISOR

| Jan 2023 - Now

With over 25 years of international experience as a Marketing Director and General Manager across various industries - including Fast Moving Consumer Goods, Automotive, Third Sector, and SME Consulting - I specialize in helping SMEs redefine their positioning and strategy to stay ahead of the curve. I bring a strategic vision and a sensitivity to digital innovation to help identify the best strategic positioning and operational plans for businesses to fully realize their potential. My in-depth understanding of Web3 allows me to closely monitor the evolution of Artificial Intelligence, Blockchain, and Extended Reality in all their forms, ensuring my clients stay on the cutting edge.

### ● GENERAL MANAGER

FONDAZIONE NICOLA BULGARI | Jan 2020 - Jan 2022

International Foundation operating in the USA, UK, and Italy The Nicola Bulgari Foundation was established in 2020 by a member of the Bulgari family who founded the luxury jewelry brand Bvlgari with the objective to promote the understanding and preservation of American history of the first half of the 20th century, specifically the "golden age" of the automobile industry, cinema, and jazz music. Reporting directly to Nicola Bulgari and to the Board, I was in charge of defining and implementing the strategic plan to create a cohesive, long-term, and self-sustaining international entity to inspire future generations.

### ● CO-FOUNDER OF CUSTOMER

| Jan 2017 - Jan 2020

International strategic consultancy firm specialized in Customer Experience and Digital Marketing Participated with Benigni & K, a Business, Legal and Financial Consultancy Firm with worldwide operations. Main clients have been the Ospedale Pediatrico Bambino Gesù (Rome) and the galaxy of the Companies owned by Nicola Bulgari and Funds and Trusts that operate under his leadership.

### ● FOUNDER and CEO

OF KERETE S.r.l. | Jan 2014 - Jan 2017

Consultancy firm specialized in web marketing and digital development strategy of auto repair networks Development of the "Technical Classification" methodology supported by Unione Nazionale Consumatori, CNA, Confartigianato, ANIA, Federperiti, and with strategic commercial agreements made with Automobile Club d'Italia, Autopromotec & Quattroruote (Editoriale Domus).

- **MANAGING DIRECTOR**

QP) EDITORIALE DOMUS (ED | Jan 2007 - Jan 2014

OF QUATTORUOTE PROFESSIONAL (QP) EDITORIALE DOMUS (ED) Rozzano (MI) QP is a B2B division of ED, operating in all the automotive industries (OEM, dealers, e-commerce, insurance, renting, auto repair, etc.)

- Managing Director reporting to the President of Editoriale Domus
- Doubled the turnover (4,7 to 10.5mio€) and Ebitda from 2007 to 2013

Main projects developed:

- 2013: created the Auto Repair Business Unit
- 2011: launch of the project "Tempario 2.0" for body shop repairs
- 2010: implemented the area of Business Intelligence
- 2009: founded the "Training Academy"

- **MARKETING MANAGER OF**

Iveco | Jan 2001 - Jan 2006

Commercial vehicle manufacturer with 32,000 employees and a turnover of over € 9 billion in 2006 COMMERCIAL GOVERNANCE & GLOBAL BUSINESS INTELLIGENCE

- **MARKETING MANAGER**

IVECO HEADQUARTERS | Jan 2001 - Jan 2004

Definition and coordination of the Western European commercial strategy.

- **E-BUSINESS MANAGER – EXECUTIVE**

Milan | Jan 1998 - Jan 2000

- **Henkel Italy | Jan 1997 - Jan 2000**

Milan HENKEL CHINA DETERGENTS 1997 - 2000 Beijing

- **MARKETING MANAGER**

| Jan 1997 - Jan 1998

SENIOR BRAND MANAGER (1997) - MILAN

- **MARKETING & PRODUCT MANAGER**

IVECO BENELUX | Jan 2004

Head of the operational and functional reorganization of the business with full responsibility for Marketing and Product for both the commercial and industrial Iveco range.

- **SENIOR BRAND MANAGER**

RECKITT BENCKISER | Jan 1996

## Education & Training

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1986 - 1991

- **Bocconi University**

specialization in Marketing, Management