



Gemma Romano

Growth | Go-to-Market Strategy | International Expansion Consultancy

London, UK

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Languages

Italiano

Inglese

Spagnolo

Francese

About

Senior business leader with 15+ year international experience in high-growth tech startups and FMCG companies. Proven success in delivering ambitious growth plans, starting and scaling sustainable businesses from scratch. Structured and data driven, expert in designing and executing go-to-market strategies across various geographies, categories and industries through a differentiated vision and thinking, astute P&L and operational management, impactful creative communication, social, digital and product innovation, as well as leading, mentoring and developing high-performing, diverse teams across multiple regions.

BRANDS WORKED WITH

BACARDI

GR Strategy Consulting Ltd

Juul Labs

Nothing

Reckitt

Experience

● Growth Strategy Independent Consultant

GR Strategy Consulting Ltd | Dec 2021 -

Providing strategic advisory service on Growth, Branding, Go-to-Market Strategy and International Expansion to Startups and Corporations in Consumer Goods, D2C.



● VP of Growth, Europe and North America

Nothing | Feb 2021 - Nov 2021



● Senior Marketing Director, EMEA

Juul Labs | Jun 2019 - Jul 2020



● General Manager - International Expansion

Juul Labs | Jun 2018 - May 2019



● Executive Marketing Director, UK

Juul Labs | Jan 2018 - Jun 2018



● Regional Head of Marketing, Innovation EMEA (UK, EU, USC, RUS, AUS)

Reckitt | Mar 2014 - Jan 2018

Inspiring, organizing and leading multi-functional teams across countries and cultures to deliver against challenging goals, in time-pressured environment and demanding matrix organization.

Localizing the global strategy, prioritizing markets, identifying best practices, powerful consumer & shopper insights and new business ideas to improve the performance and lead to a long-term success.



● Senior Marketing Manager

Reckitt | Sep 2007 - Feb 2014

Full ownership of the local P&L and market share, leading marketing and innovation plans.



● Assistant Brand Manager

BACARDI | Jan 2006 - Dec 2007

Education & Training

- **Università Ca' Foscari di Venezia**
Master's Degree,
- **Università degli Studi di Torino**
Bachelor's Degree,