



Giacomo Cinelli

Managing Director/Marketing Director/Strategic Marketing/B2B B2C Distribution/

Milan, Metropolitan City of Milan, Italy

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Languages

English (Fluent)

French (Fluent)

Italian (Native)

About

I garnered 17 years of international experience in luxury watches and jewellery market. Sales, business development, retail management, distribution network, marketing and profit making is my recognized expertise area. I am a driven, creative, convincing manager capable of inspiring and leading the team to the target. Listening, understanding people, motivating the team is definitely one of my strengths. I am a coach more than a boss. I am strong in negotiation and business development, always driven by profit for the company. Willing to take calculated risks. Quick problem solver, decision maker are definitely definitions that fit with my profile.

BRANDS WORKED WITH

Cartier

Jaeger-Lecoultre

Maxfactory Srl Full-Time

Officine Panerai

Personal Identity Decor

Experience

● Group Marketing Director

Maxfactory Srl Full-Time | Dec 2020 - Now

Appointed to create the whole Marketing strategy and tools for the Maxfactory Group, specialized retailer in large scale distribution of fashion and home goods. Sustain the Group expansion plan in Italy.

Develop and deliver marketing and communication plans and projects on budget and to the deadline

Build the brand deck and guidelines to drive consistency through the business. Sustain the brand identity and expand its awareness

Lead the marketing calendar, ensuring key deadlines are met for campaigns and all marketing activities, with an emphasis on paid Media, social channels, PR, influencers and content production

Own all social channels and manage the corporate website.

Coordinate all graphic design work to ensure content is on brand and on time

Own the creative direction of adv campaigns, including outdoor, press, digital, radio and tv

Open the e-commerce website and build the digital sales strategy

Create all contents such as photos, videos, copy writing for all channels and communication supports. Coordinate creative agencies

Collaborate with the architecture studio on the store planning and designing. Create the in store communication package

CRM: roll-out the client recruitment and retention strategy and plan.

Lead and deliver the customer loyalty program

Manage the day to day activity of the marketing team with a focus on development, motivation, performance. Drive its expansion supporting the recruitment team

Define and manage the yearly budget following up the investments on a monthly basis

Build and deliver reports for the executive committee of the Group on weekly, monthly and yearly basis

● Head Of Global Sales

Personal Identity Decor | Jul 2020 - Nov 2020

In charge of Global Sales and International Distribution at Personal Identity.

With over 20 years of experience Personal Identity is an Italian company specialized in decoration projects and supply of high-end furnishing accessories for private residences, superyachts, private aircraft and corporate offices.

The service, based on a one-of-a-kind project grants a "one-stop shop" experience, i.e. having a single reference for the supplies of complements

and accessories for interior and exterior décor.
Personal Identity handles every stage of the decoration project, from the initial analysis of the desiderata up to the final supply and the worldwide products delivery, with a constant quality control.
Personal Identity is also specialist in the art of creating the visual identity of the individual, as well as the family name and private property.
First design studio specialized in this field, develops identity projects in several countries for celebrities, heritage families and socialites, as well as for their estate, and other properties.
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- **Managing Director South East Asia & Oceania**

Officine Panerai | Jun 2018 - Jun 2020

Provide strategic, commercial and operational leadership for six Countries in SEA&Oceania. Develop Brand performance and improve positioning in the market. Represent the company with partners, landlords and Media. Lead a team of 19. Member of Regional Directors Committee.

- **Brand Director Italy - Officine Panerai**

Officine Panerai | Apr 2012 - May 2018

Appointed to develop performance development of the Brand within Italy. Recruited and managed highly motivated sales and marketing teams. Promoted and defended the Brand's interests in the territory. Member of the Country Directors Committee.

- **Sales Manager Italy - Officine Panerai**

Officine Panerai | Feb 2007 - Mar 2012

Managed Wholesale distribution network in Italy, openings, closings, relocations. Maintained close control over distribution network, ensuring Brand standards and policies were respected, and clients received service fully meeting Brand expectations. Managed stock levels, oversaw assortment planning, achieved stock rotation objectives, and managed product lifecycle according to targets set by the Brand
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- **Product Manager - Cartier**

Cartier | Feb 2005 - Feb 2007

In charge of the watches product management for the Retail and Wholesale channels in Italy

- **Sales Administrative Assistant**

Cartier | Sep 2004 - Jan 2005

Within the eyewear division, in charge to assist the Commercial director. In charge of the sales analysis and forecast. Ensure the stock

- **Event Coordinator**

Jaeger-Lecoultre | Sep 2003 - Jan 2004

Internship to support the organisation of Salon International Haute Horlogerie

Education & Training

1997 - 2003

- **Università degli Studi di Milano**

Lettere e Filosofia, Greek literature