



Giorgio Bella-chioma

Senior Advisor FMCG -
Brand Building founder -
EBRD London Senior Industrial
Advisor -

📍 Milan, Metropolitan City of Milan,
Italy

[Portfolio link](#)

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Languages

Italian (Native)

English (Fluent)

About

International skilled Adviser with 20+ years of work experience in Iconic Multinationals (Gillette, General Food) and +18 years as Senior Advisor in Europe and North Africa. Outstanding experience in maximizing Brand Communication and Brand Identity; created iconic Brand logo design.

I worked for Gillette, Simmenthal, Knorr, Santa Rosa, EuropeanBank EBRD London, Pasta Rummo, Torchyn Ukraine, Makpro Macedonia, Vincinni, Fiorentini, Eccellenze d'Impresa, Gea, Landor Tunisi, Partito Popolari, Principi di Spadafora, Admarco, Mukki Centrale del Latte Firenze.

My long experience makes me today one of the best option to solve quickly and successfully your problems on Branding (logo creation, creative proposals of payoff, names and copy, web sites and socials).

Contact me at: brandbuilding@fastwebnet.it

BRANDS WORKED WITH



Experience

● BRAND BUILDING Consulting

Brand Building Milano | Mar 1995 - Now

Mr. Bellachioma founded the Brand Building Studio in Milano to help Companies in successfully approaching product launches and improving the value of their Brands. He worked for many Clients basically on food business. Main examples:



● - ASB/SME

EBRD | Dec 1999 - Feb 2021

He is one of the most experiences European consultant specialized in launching/relaunching food products/Brands under the international best practices. Entrepreneurs appreciate his pragmatic approach and quick time to market of his advises. "No frills: I'm here to quickly improve your competitiveness in your markets" is his motto. Main Successful new launches: Torchyn mayonnaise and ketchup (UA) so successful that after 3 years the Company was acquired by Nestlé, Yarych biscuits and crackers (leading Brand in UA). Teuta Brand Albania (defined positioning of the distributor's brand and new advertising and products). Runa margarine (launch of this new leading margarine line in UA). Wafers and Chips relaunch and new Brand Identity for the leader in Morocco (LeaderFood) Main Successful relaunches and repositioning: Relaunch of Jami Brand in Bosnia (deep frozen products and vegetable, relaunched with new Identity and advertising); Vitalia healthy food relaunch (healthy food leader in the Balkans) including new mission, positioning and brand identity/strategy. Vincinni biscuits and snacks (Brand relaunch and identity of the products and advertising). Landor cheese relaunch of this important chees producer in Tunisia. Rudine Brand, launch of deep frozen fruit in Macedonia. Preliminary analysis of Fruit Juice launch in Georgia. With Makprogres (leading Macedonia confectionary Producer) successfully relaunched in 2017 Vincinni and Fantasia Brands in many categories.

● Bestfood - Unilever | Jan 1985 - Jan 1995

He covered progressively more and more relevant positions in the Marketing area, up to the Marketing Director position directly managing iconic Brands like Knorr, Hellmann's, Gerber, and Santa Rosa Jams. He launched Knorr rice in pouch, Bouillon in powder, relaunched soups in

pouches and in can, introduced the very successful Umbrella Campaign in TV (lasted 7 years). He was also in the international bouillon committee for European price harmonization in the Knorr headquarter Brussels. He successfully managed the Brand Leader Fruit Jam (Santa Rosa) and the second leader in Tomato products.

- **Group Marketing Manager on**

General Food Kraft Italy | Jan 1983 - Jan 1985

spreadable snacks. He introduced the aluminum can on all canned products.

- **Product Manager on**

Gillette Italy | Jan 1981 - Jan 1983

- **Advisor**

Nestlé Headquarter |



- Nestlé |

for Thomy Mayonnaise and Torchyn Brand. Fiorentini: Relaunch in 2020 of the brand with a total different Brand Identity on the pack (directly created by G.Bellachioma). Very successful relaunch on the consumer point of view.



- Pasta Rummo |

for this family Company producing a premium Pasta. Mr.Bellachioma is still Family consultant for new business.

- Ramcro |

cables for pipe gas centrals, F1 circuits, Ports and Airports.

- **Senior Advisor marketing and**

Ebrd (European Bank Reconstruction Development -London). |

communication from 1999 to 2021, following dozens of international projects and Companies in 12 Countries. Launched and relaunched many Brands and products in the FMCG



- McCann |

Publicis: New business advisor for the Agency CEO, focusing on public tenders.

- Gea |

Italian Consulting Company (2010-2016)

- Eurofood |

leading distributor; Healthy Food, Beer, Soft drinks, salty snacks, liquors, frozen veggies and wine have been relaunched with new Brand identity or advertising. PROFESSIONAL EXPERIENCE

Education & Training

1980 - 1986

- **Milan's Bocconi University**

economia e commercio, degree in Business specialization Marketing