

ALBERTO BADELLINO

WORK EXPERIENCE

BROWN FORMAN - BUSINESS DEVELOPMENT AND TRADE MARKETING MANAGER ITALY & MALTA

01/2019 - present | Milano

- Responsible for the trade marketing strategies of all the portfolio, across all the channels (OFF, ON and ecommerce) and for business development in terms of category expansion, new channels and customer plans
- Lead the full business in Malta with P&L responsibility and direct management of the distributor



COCA-COLA HELLENIC - I&G SALES & MARKETING MANAGER

10/2017 - 01/2019 | Milano

- New innovative unit start up launch covering 5 cities with 7 people on the field. Development of sales and marketing strategies to nurture and grow niche and premium propositions



COCA-COLA ITALIA - NEW GROWTH BUSINESS DEVELOPMENT MANAGER

01/2017 - 10/2017 | Milano

- Lead the strategic development - based on consumer insight, customer & category trends - of Stills Innovation strategy & New Innovative projects, developing mid and long-term
- Main projects: Ecommerce strategy, Innocent, Adez, Fuze tea, Innovate&Grow unit, RGM, Coca-Cola Life



COCA-COLA ITALIA - MARKETING ACTIVATION MANAGER COCA-COLA

07/2014 - 01/2017 | Milano

- Responsible for the growth of volume, profit, share and equity of Coca-Cola brands (Coca-Cola, Coca-Cola light, Coca-Cola Zero) for Italy and Albania for all marketing programs



KIMBERLY CLARK - BRAND MANAGER

04/2010 - 07/2014 | Torino

- Responsible for different categories and brands with growing responsibilities: Huggies Wipes, Huggies Diapers/Pants, Kleenex, Scottex
- Different cross functional project lead in both trade marketing and commercial areas: opening of pharma channel, pants acceleration plan, Scottex re-launch



EDUCATION

MASTER DEGREE IN ECONOMICS

09/2007 - 11/2009 | Università degli studi di Torino | Torino

Grade 110/110 cum laude

BACHELOR'S DEGREE IN BANK, STOCK EXCHANGE, INSURANCE

09/2004 - 09/2007 | Università degli studi di Torino | Torino

Grade 98/110



FURTHER INFORMATION

- Associate professor Sales&Marketing Master |01/2018 - now| Torino
- Padel player | Competitive level
- Food & travel lover

LANGUAGES

Italian Mother tongue

English Professional

Spanish Basic

COURSES

- Briefing, evaluating and feeding
- 360° Marketing Plan
- Influencing Skills
- Lead to win
- Presentation Skills
- Digital & Social media marketing
- Sales funnel

COMPUTER SKILLS

- MS Office
- Windows
- Mac OS
- Nielsen & IRI database
- SAP
- BW