



# William Galimberti

Marketing & Communication

Director

**Demonstrable results in exceeding company expectations and targets, launching innovative and award-winning campaigns, building positive brand identity in key market areas.**

Driven, result orientated Global Marketing Professional with 18 years of industry knowledge and experience crafting and executing successful business/product strategies and campaigns to grow market share on international scales. Excellent history of identifying and prioritising business needs to design and achieve strategic goals with key stakeholders while overseeing constant development of internal strategies according to new demands/trends. Dedicated to collaborative working styles to ensure effective implementation of marketing and communication plans. Comfortable providing recommendations to senior management on long-term marketing priorities, needs, opportunities, and technology innovations required to achieve organisational objectives. Multilingual; fluent in English and Italian, with understanding of German.

## Areas of Expertise

- Strategy Development
- Brand Management
- Cross-functional Marketing
- Product Development/Launches
- Global Marketing
- Campaign Development/Management
- Sport Marketing
- Stakeholder Management
- Team Management

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## Accomplishments

- Designed and delivered Red Bull's 2022 country marketing strategy leading to +40% sales YoY in Italy
- Evolved all Red Bull's international projects, delivering 360 campaigns across 70 markets, boosting growth by 30%+ and saving 20% on budgetary estimations.
- Restructured sport marketing and athlete department for Oakley EMEA region, increasing team efficiency and making them capable of taking over HQ role.
- Created and developed Red Bull's newest and most successful international sport projects

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## Career Experience

**Head of Sport Marketing, Red Bull, Milano (IT)**

**2018 – Present**

Lead department to design and execute effective and engaging Sport Marketing strategies throughout company in accordance with organisational objectives and to increase impact of brand. Partner with sales teams to collectively identify and understand customer needs, develop detailed goals, and evaluate revenue data to enhance marketing performance. Lead teams during daily operations to consistently improve marketing functions. Oversee review and assessment processes of current procedures/standards in order to re-vitalise older practices with new trends and industry requirements. Contribute to business case development related to investments, margin optimisation, and asset management.

- Evolved each sport project into fully developed marketing and communication platforms, POS tools and source of revenue.
- Evolved all possible international projects to become hybrid to face lockdowns and COVID restrictions, whilst remaining key asset for driving brand love.

**Co-Founder & CMO:** Sport Horizon Holding, Torino (IT)

**2020 – Present**

Co-founder of the most innovative Italian investment Hub, accelerating and evolving start-ups within the sport and event marketing world. Develop full marketing plans, GTM, and brand extension for partnered startups

**Head of Sport Marketing:** EMEA, Oakley, Milan (IT)

**2016 – 2018**

Headed strategic direction of EMEA region, overseeing digital asset/content creation and implementation aspects of well-developed plans/campaigns/events with main aim of growing global vision. Supervised execution of field marketing plans, brand management, content production, media activations, community activations, and creating/leveraging of brand assets. Guided athlete and sports marketing teams on global scale, delegating tasks, encouraging teamwork and active learning through training/workshops, driving business continuity, monitoring project progress, and assessing quality of work. Analysed feedback/reports/data to construct international budgets and allocated internal/external resources according to financial specifications; oversaw stakeholder management and performance evaluation of strategies.

- Steered development and launch of new product campaign at Rio Olympic Games.
- Designed and introduced Oakley Athlete Program to promote Oakley's goal to developing athletes with great potential.
- Boosted core retail KPI through activations and events, establishing balance between business and brand.
- Acquired ownership of major event sponsorship (MotoGP, Tour De France, FIS, Olympics).
- Played pivotal role in maintaining disruption free marketing activities during Oakley and Luxottica merge.

**Head of BTL,** Fiat Chrysler Group, Turin (IT)/Vienna (AT)

**2007 – 2016**

*Promoted to roles of increased scope from International Communication Manager: EMEA and APAC (2007 – 2011), Brand Marketing and Communication Manager (2011 – 2013), to Head of BTL.* Developed campaigns and programmes to strengthen marketing position and expand customer base. Created and delivered wide range of successful international launch strategies and campaigns, receiving positive results across various channels (film production, digital, social media, mobile applications). Handled event management life cycle in EMEA region from conception through to delivery while satisfying budgetary requirements.

- Delivered high performing Fiat launches.
- Played essential role in development of 360 degrees' plan, fully integrated from ATL campaign to CRM, motor show, and dealer activations and Hollywoodian film placements – from ideation to project lead.
- Won multi-awards for launch campaigns.

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## Education

### **Master's in Marketing and Communication**

University of Turin, Italy

### **Bachelor's in Marketing and Communication**

University of Turin, Italy