


# Profile

With + 12 years of Digital Marketing and E-Commerce experience in international companies, I have **sincere passion for what I do and strong work ethic. E-Commerce and performance are my main drivers. Data, measurability are my beliefs and Open Innovation approach and technology are my tools.** "The best way to predict the future is to invent it" (cit. Alan Kay)

My history is directly related to **my ability to drive organizational success by leveraging robust expertise in designing brand strategies, revolutionizing sales plans, and enhancing business revenues.**

Resume

### Personal details

 Denis Balbo



### Skills

Data Strategy	●●●●●
Marketing	●●●●●
E-Commerce	●●●●●
Strategic Thinking	●●●●●
Digital Strategy	●●●●●
Digital and Social Media Marketing	●●●●●
Performance Marketing (SEM, Affiliation, Display, ecc)	●●●●●
Digital and Big Data Analytics	●●●●●
Online Campaign Management	●●●●●
Advertising and Creativity	●●●●●

## Employment

Mar 2022 - Present

### Chief Marketing and Business Strategy

Smart Sommelier, Milano

- Winner EDM Awards 2022.
- **Video streaming service integrates PoS and Digital , enhances the digital platform and innovates retail channel. Next Steps: AI.**
- Investor, in charge of marketing (focus on UX and lead generation), sales proposition, go to market. In charge of technologies evaluation and design (AI design and implementation).

Sep 2022 - Present

### Board and Business Advisor

Tuduu, Milano

- Your easy, sustainable and shared shopping.
- **Advisory board member and definition scale up strategy.**

Sep 2021 - Present

### Business Advisor - Sales and Marketing

Steps, Milano

- Winner Nestlé Startup Program 2021.
- The job platform for Gen Z
- **We redesign Employer branding approach and Talent Attraction journey.**
- Defined and supported positioning, sales proposition, go to market and DB building.

Jul 2020 - Feb 2022

### Strategic Digital and Omnichannel Leader

Bennet, Milan

- In charge of **digital channels** and E-Commerce (P&L owner) , **click and collet (60 POS), Home delivery (4 area pilot)**
- Digital Transformation plan definition and execution
- Digital Marketing bdg owner

Aug 2017 - Jul 2020

### Head of Digital Brand Strategy

Naos, Milan

In charge of **Benelux, Turkey, Italy, Spain, Portugal :**

- Definition strategical **3 years digital plan for each country and brands.**
- **E-Commerce strategy:** definition framework

## Hobbies

- Trail running
- Art and Literature
- Travel
- Japanese and Chinese culture
- Psychocybernetics
- Photography

## Languages

IT	●●●●●●
EN	●●●●●●
FR	●●●●●●

eJBP with european e-retailers, strategy D2C.

- Definition technical bases to implement **Data Driven strategy**

May 2016 - Aug 2017

### Global Head of E-Commerce

Lavazza, Turin

- **In charge of Global E- Commerce Expansion,**
- **definition Global E-Commerce Strategy (eJBP/D2C),**
- **CRM and Loyalty across all the company touch points (Omnichannel).** Responsible for both direct (retail) and indirect (market place) channel.

Apr 2015 - May 2016

### Head of Digital Marketing and E-Commerce

Intesa San Paolo Bank, Turin

- **Developing and implementing digital strategy** to support the customer lifecycle (SME)
- **Implementation shop in Alibaba (Tmall Global) shop for SME** (cross border approach)
- **Owner production Digital culture plan for SME**

May 2013 - Apr 2015

### Digital Marketing Director

L'Oréal, Milan

- Responsible for **Digital Transformation plan for Italy (International team reporting directly to CDO Global).**

May 2011 - May 2013

### Digital Marketing Manager

L'Oréal, Milan

- **Division Produits Professionnels (PPD)** (8 brands: L'Oréal Professionnel, Kérastase, Shu Uemura, Redken, Matrix, Essie brand, Carita, Décleor)
- **Planning strategies and budgets. MyKérastase (CRM platform and strategy/Winner DMA 2014).**

## Education

Apr 2021 - Sep 2021

### Digital Business Strategy

MIT Sloan School of Management

Sep 2003 - Jun 2006

### Bachelor of Science in Conservation of Cultural Assets

Università degli studi di Torino, Faculty of Literature and Philosophy

Sep 1996 - Jun 2002

### Degree

European Lyceum

## Extracurricular activities

### Adjunct Professor of Business

Università degli Studi di Torino

Master in Marketing Omnichannel Sales & Digital Manag.

Master in Marketing & Digital Manag. Food Industry