

Mario De Luca

SENIOR MARKETING DIRECTOR WITH 20+ YEARS OF INTERNATIONAL EXPERIENCE IN PREMIUM & LUXURY SECTORS. STRATEGIC AND CREATIVE MARKETING LEADER WITH A PROVEN TRACK RECORD IN SCALING GLOBAL BRANDS, DRIVING OMNICHANNEL GROWTH, AND GUIDING END-TO-END BRAND TRANSFORMATION ACROSS FASHION, LUXURY, BEAUTY, EYEWEAR, JEWELLERY, AND PREMIUM CONFECTIONERY. KNOWN FOR LEADING HIGH-PERFORMING TEAMS, DEFINING LONG-TERM BRAND VISION, AND DELIVERING MEASURABLE BUSINESS RESULTS. EXPERIENCED IN COORDINATING WITH STYLE, MERCHANDISING, AND PRODUCT DIVISIONS— PERFECTLY ALIGNED WITH THE CROSS-FUNCTIONAL LEADERSHIP. EXPERTISE SPANS BRAND STRATEGY, GLOBAL MARKETING LEADERSHIP, PRODUCT INNOVATION, DIGITAL TRANSFORMATION, AND CRM. RECOGNIZED FOR REPOSITIONING ICONIC BRANDS, LAUNCHING AWARD-WINNING CAMPAIGNS, AND DEVELOPING MARKETING PROGRAMS THAT DELIVER MEASURABLE, HIGH-IMPACT RESULTS.

AREAS OF EXPERTISE

Brand Strategy & Global Marketing Leadership | Fashion, Luxury & Lifestyle Brand Building | Integrated Communication (ATL/BTL/Digital/PR) | Digital, Social Media & CRM Strategy | Product Innovation & Go-to-Market Planning | Consumer Insights & Market Trend Analysis | P&L Ownership & Budget Governance | Team Leadership & Cross-Functional Collaboration

PROFESSIONAL BACKGROUND

PASTIGLIE LEONE | Turin

Global Marketing, Communication & Innovation Director

Jan 2022 – Present

- Led complete global rebranding, elevating Leone 1857 from local heritage brand to international premium brand.
- Designed and executed global ATL/BTL/Digital strategies with €3M annual budget.
- Defined long-term marketing vision, product pipelines, and innovation roadmap.
- Built cross-functional processes with R&D, and Sales to align brand, product, and retail growth.
- Created concept and masterplan for the Leone Factory of Happiness experiential flagship (opening 2026).
- Reported directly to the CEO and led a team of 6.

Key Achievements:

- +10pp gross margin in two years through premium repositioning.
- 10+ international awards including Pentawards Platinum (Brand Identity) and ADCI Silver (Art Direction) in 2024.
- Developed a high-ROI omnichannel marketing framework aligned with confectionery consumer behavior (pleasure & self-reward).

Freelance Strategic Marketing Consultant

Mar 2020 – Dec 2021

Strategic advisor for SMEs in brand positioning, digital strategy and e-commerce.

- Key clients: Pastiglie Leone (confectionery), Saturnino Eyewear (fashion accessories).
- Developed brand platforms, media blueprints, and growth plans.

MORELLATO GROUP | Milan

Global Marketing, Digital & E-commerce Director

Aug 2018 – Feb 2020

- Directed global marketing across 7 jewellery & watch brands.
- Led omnichannel acceleration and performance-driven e-commerce strategy.
- Managed all consumer touchpoints, communication, PR, and brand storytelling.
- Collaborated closely with Style Center, Merchandising, and Retail teams.
- Reported to CEO; managed a team of 20 (7 direct reports).

Key Achievements:

- Relaunched SECTOR as the iconic “No Limits” sports watch brand.
- Launched “La Petite Story” (storytelling jewellery) and “Oui&Me” (sustainable watches).
- Drove +40% YoY e-commerce growth and full digital asset overhaul.

SAFILO GROUP | Padua

Global Senior Brand Manager Fashion Luxury Brands (Celine, Jimmy Choo, Elie Saab and Oxydo)

Apr 2016 – Aug 2018

- End-to-end responsibility for global brand and marketing strategy.
- Served as brand liaison to top fashion houses, shaping product and go-to-market plans.
- Managed P&L, distribution strategy and 4-person team.

Key Achievements:

- Successfully launched Elie Saab eyewear in luxury positioning.
- Rebranded Oxydo into an avant-garde, selective global eyewear brand.
- Achieved double-digit growth for Jimmy Choo eyewear (+15% in 2016, +13% in 2017).
- Introduced Jimmy Choo MAN category into high-end retail.

Global Senior Brand Manager CARRERA Eyewear -

Jan 2015 – Apr 2016

- Led global brand relaunch and €25M marketing budget.
- Managed a team of 4.

Key Achievements:

- Created #OutThere brand platform.
- Achieved #2 sell-out ranking in top EU markets (Q4-2015 & Q1-2016).

VODAFONE | Milan

Apr 2012 – Dec 2014

Marketing Manager Elite Segment → Marketing Manager Enterprise → Head of Brand, Advertising & Trade Communication

- Guided major brand platforms including Ready Business.
- Developed offers, CVM strategies and enterprise communication.
- Achieved strong commercial performance (+12% SIM volume, +10% retention).

L'ORÉAL | Milan

Group Marketing Manager GIORGIO ARMANI Cosmetics

Dec 2010 – Mar 2012

- Managed marketing, trade, and media mix (€10M budget) across perfumes, makeup & skincare.
- Oversaw 5-person team and 15M€ P&L.

Key Achievements:

- **Acqua di Giò #1** men's fragrance; **Acqua di Gioia Top 3** in women's fragrances.

LVMH Perfumes & Cosmetics | Milan

Marketing Manager ACQUA DI PARMA, EMILIO PUCCL, LOEWE

Mar 2007 – Nov 2010

- Delivered +10% sales growth through CRM & retail visibility.
- Launched Emilio Pucci and Loewe fragrances in Italy.

SHISEIDO | Milan

Product Manager JEAN PAUL GAULTIER and NARCISO RODRIGUEZ

Jan 2004 – Feb 2007

- Led major fragrance launches including Fleur du Male.
- Built Narciso Rodriguez brand presence in Italy.

S.I.TEX | Milan

PR & Communication Manager

Nov 2001 – Dec 2003

Led communication for "Moda In" textile trade fair.

EDUCATION AND CREDENTIALS

SDA Bocconi – Corporate Internet & Social Media Strategy (2017)

Scotwork – Advanced Negotiation Skills (2016)

IULM University – Master's Degree in Marketing & Communication (2001)

University of Portsmouth (UK) – Erasmus Program (1998–1999)

LANGUAGES: Italian (native) • English (fluent) • French (fluent) • Spanish (intermediate)

TECHNICAL SKILLS: MS Office Suite • Digital Ecosystems • CRM Platforms • Social Media Management Tools

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