

Marco Lucietti

Profile

Catalyst for management change able to deliver innovative solutions to businesses and brands facing losses or positioning and awareness issues. Leader with a proven ability to deliver concrete outputs in the fashion and lifestyle industries. Creative, innovator, experienced in the implementation of “out of the box” solutions and management strategies. Capable of successfully working in complex multi-cultural business environments and able to develop new business ideas from scratch.

Career

July 2017- to date

STRATEGIC MANAGEMENT CONSULTANT - BOARD MEMBER

Consulting various premium companies in the fashion and lifestyle arena globally

- Strategic advisor for COPENHAGEN FASHION SUMMIT
- Board advisor for SANKO HOLDING
- Board member of selected premium SME's
- Adjunct Professor of Business Strategy University “LA SAPIENZA”-ROME

Key strategic intervention skills

1. Recasting Vision, Mission and Core values of complex business ventures:
 - Entrepreneurial growth mapping aimed at reformulating the long-term value-selling proposition of business systems.
2. Change Management and Business turnaround:
 - Analytical studies of brand competitiveness in targeted markets, and consequent reformulation of the go-to-market strategy and adaptation of the managerial structure.
 - Brand repositioning and strategic marketing projects.
 - Temporary governance and change management.
 - Growth strategies connected to the reformulation of the CSR vision of complex businesses, strategic value chain integration and management
3. Sales and Marketing Integration:
 - Strategic set up and implementation of Sales and Marketing networks through mentoring and education, aimed at value-selling on a global scope.
 - Global scale-up of international projects.

Oct 09– June 2017 SANKO HOLDING/TEXTILE-DENIM DIVISION (ISKO-TM)
Global Brand, Business development and Marketing Director

SANKO HOLDING is the third privately owned conglomerate in Turkey with activities spanning from textile to energy, food, finance and packaging. The textile division is the biggest premium producer of denim fabrics and technologies worldwide, exporting to more than 60 countries, with direct offices in 35 countries, owning a market share in premium denim of more than 35% globally.

Responsibilities:

- Management responsibility for all the branding, marketing communications, marketing and business development activities; reporting to the CEO
- Management responsibility of value selling activities to key accounts (brands and retailers) globally
- Formulation of business plans and brand strategy globally
- Leading, motivating and inspiring a team of 30+ people, including contractors
- Ensuring that departments operate within set budgets and targeted margins
- Identification and implementation of new practices, procedures and market initiatives for efficient growth and profit
- Strategic management of above and below the line marcomms activities
- Strategic management of digital marketing activities
- Management of IP and TM practices and coordination of all related activities
- Management and coordination of business development alliances with third parties
- Projects set up to maximise value selling activities to leading brands and retailers globally
- Management of brand directions with “Glocal” approach, both B2B and B2B2C
- Value chain management activities
- Direction of image and PR
- Overseeing recruitment, selection, training, development and performance management

Key Achievements:

- Set up from scratch of the marketing, branding and marketing communication activities, building a 360 degrees approach to a new INGREDIENT BRANDING experience. The company increased more than 60% turnover and 50% PTOI since the start of the branding experience
- Built a global marketing, communications and branding team from scratch to maximize value selling activities to brands, retailers and stakeholders of the denim industry
- Conceptualised and implemented the repositioning of the company in the market place, being director and catalyst of the process of vision, mission and core values reformulation
- Conceptualization and Management of a successful ingredient brand launch, both B2B and B2B2C
- Implementation of clear process of innovation management and time to market best practices of new products
- Set up and management of IP and TM management procedures, management of connected legal issues
- Successful set up of digital platform for B2B2C implementation, integrated within downstream and off line marketing and value selling activities
- Set up and implementation of clear strategies to lead the brand to a typical push-pull business model

Mar 2003-Oct 2009 DUPONT DE NEMOURS SA/INVISTA INTERNATIONAL

DUPONT is a leading global conglomerate active in diversified businesses, including chemical, textile and polymers.

DUPONT was the owner, among others of leading global ingredient brands such as LYCRA(R), COOLMAX(R), TEFLON(R), THERMOLITE(R)

Oct 2007- Sept 2009 Ready to Wear Segment Manager Europe

Reporting to the VP Global Marketing

Responsibilities:

- Innovation development in the apparel market, with main focus in the bottoms and denim market.
- Managing the textile innovation process across the value chain
- Managing product development steps from fibres to garments
- Managing licensing contracts @ downstream accounts, brands and retailers
- Managing co-marketing and co-branding activities within the EMEA region
- Managing budgeting activities in the region
- Managing marketing communication activities in the region
- 3 Reports

Key Achievements:

- Business growth by 20% in two years
- Positioning and awareness of the LYCRA® brand

Sept 2005- Aug 2007 Business Development Manager (Marketing) EMEA SBU Specialties

Reporting to the Global Marketing Director

Responsibilities:

- Managing all business development activities of the specialties business (mainly polyester) thru targeted value chain projects from fibre to final garments in the store, connecting stakeholders of the industry
- Ideation and management of marketing projects with brands and retailers in the region to drive penetration and awareness of the product B2B2C
- 1 Direct Report

Key Achievements:

- Turned the business from loss to profit in the region in 2 years

Mar 2003 – Aug 2005 Marketing Manager Ready to Wear Italy/Germany

Responsibilities:

- Managing the downstream marketing of Italian and German accounts, brands and retailers.
- Managing the promotion of DuPont brands, through value selling activities @ brands and retailers in the RTW market
- Managing all business development activities from fabric sampling to final garment in the store, through the creation of a networks among stakeholders in the value chain
- Managing marketing budgets within assigned countries and marketing communication activities
- Creating effective sales tools for the sales force in the markets of reference
- Continually looking for new opportunities and developing relationships with potential partners
- Managing 1 direct reports

Key Achievements:

- Growth of penetration of the LYCRA(R) fibre brand in the denim market by 35% in 2 years
- Successfully targeted key image accounts and optimised in store opportunities for brand presence

-Built more than 20 Co-Marketing in 2 years increasing brand awareness in the market of reference

Oct 1996-Mar 2003 TESSITURA TAIANA Spa Export Manager

The company is a leader manufacturer of fabrics for shirting, swimwear and ladies apparel for the top end of the market. Reporting to the C.E.O., managing a network of 30 agents and 2 area managers

Responsibilities:

- Export markets, main focus in German speaking countries and U.S.A.
- Selection, management and control of salesmen and their contracts.
- Managing all the activities of customer care worldwide
- Managing all procedures of international payments
- Managing all the key accounts

Key achievements:

- Restructured the whole international sales network
- Business growth achieved of over 70% in 6 years

EDUCATION:

1997/1998 **Scuola di Direzione Aziendale L. BOCCONI- MILAN/CONFINDUSTRIA**

Master "I Cinque punti cardinali dell'impresa"- Master in business, marketing and planning

1991/1996 **Università Degli Studi Di Pavia**

Degree in International Economics

1985- 1990 **I.T.C.S. CAIO PLINIO SECONDO-COMO (RAGIONERIA)**

Diploma in Business Administration

PROFESSIONAL TRAINING COURSES

- Strategic planning
- Public Speaking
- Value Selling
- IP/TM management
- International Contracts
- Sales Interaction

Computer Skills

- Fully conversant in Microsoft Word, Excel, Powerpoint programmes

Languages

- Italian
- English (fluent)
- German (fluent)
- French/Spanish (basic)

Interests

- Long Distance Running (Half Marathon)/Swimming
- Spending free time with my family

- Motor-riding (mainly Enduro-Off Road)
- Reading (Politics, Crime)

Additional Information

- Military service fulfilled (Officer Arma Carabinieri)
- Full driving licence

REFERENCES AVAILABLE UPON REQUEST

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