

## **Marco Lucietti**

### **Profile**

Recognised catalyst for management change and positive transformation with a strong ability to deliver innovative solutions to businesses and brands facing losses or positioning and awareness issues. Strong leadership and proven ability to deliver tangible outcomes in the fashion and lifestyle industries. Creative, innovator, experienced in the implementation of “out of the box” solutions and management strategies. Extremely versed working in complex multi-cultural business environments. Strong and credible network of personal contacts among the main stakeholders (c-level suite) of the fashion industry globally

### **Career**

#### **October 2019-to date**

##### **Director Strategic Projects Sanko Holding/Isko**

- Staffing and management of the advisory board o
- Providing insights and advice on the overall company strategic development
- Scouting new investments, ensuring alignment with market trends and customer demand
- Staffing teams on new ventures ensuring compatibility with company culture
- Set up and management of business alliances with third parties
- Driving decision-making that leads to sustainable growth
- Supporting inclusive planning processes and communication between teams, other executives, and stakeholders
- Driving innovation development (internal and outsourced) ensuring correct go-to market strategy
- Management of some key accounts related to the core of the company (denim business)
- Spoke-person of the company

#### **January 2019 – to date**

##### **Professor of Business Strategy – University “LA SAPIENZA”- Rome**

#### **July 2017- to date**

##### **Strategic management consultant (Fashion and Lifestyle markets)-Board Member**

### **Key areas:**

- 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.
- Change Management and Business turnaround
- Growth strategies connected to the reformulation of the CSR vision of complex businesses, strategic value chain integration and management.

### **Grounding the power of sustainability, turning into growth and concrete sales opportunities**

- 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.

**October 2017-June 2019**

**Strategic Adviser-Copenhagen Fashion Summit**

- Development of key initiatives throughout the value chain building partnerships between brands and producers of sustainable apparel
- Grounding the power of Sustainability

**Nov 2009– June 2017 SANKO HOLDING/ISKO**

**Global Marketing and Business development Director**

*SANKO HOLDING is the third privately owned conglomerate in Turkey with activities spanning from textile to energy, food, finance and packaging. ISKO™ is the biggest premium producer of denim fabrics and technologies worldwide.*

***Responsibilities:***

- Branding, marketing communications, marketing and business development activities; reporting to the CEO
- 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 20+ 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
- Management of IP and TM practices and coordination of related activities
- Management of brand directions, both B2B and B2B2C
- Value chain management activities
- Direction of image and PR
- Overseeing recruitment, selection, training, development and performance management
- Spoke person of the company

***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.
- Built a global marketing, communications and branding team to maximize value selling activities to brands, retailers and stakeholders of the denim industry
- Conceptualised and implemented the repositioning of the company in the marketplace, being catalyst of the process of vision, mission and core values reformulation
- Conceptualization and Management of a successful ingredient brand launch, B2B/ B2B2C
- Implementation of clear process of innovation management
- Set up and implementation of clear strategies to lead the brand to a typical push-pull business model
- Increased more than 60% turnover and 30% PTOI**

**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 RTW Segment Manager Europe (Marketing)**

**Responsibilities:**

- Innovation development in the apparel market, focus 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 activities within the EMEA region
- Managing budgeting activities within assigned projects

**Sept 2005- Aug 2007 RTW Segment Manager (Marketing)**

**Responsibilities:**

- Managing business development activities of the specialties business (mainly T400® polyester fibre) 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

**Mar 2003 – Aug 2005 Marketing Account Manager RTW Italy**

**Responsibilities:**

- Managing the downstream marketing of Italian accounts, brands and retailers.
- Managing the promotion of DuPont brands, through value selling activities @ brands and retailers
- Managing business development activities from fabric sampling to garment in store, through the creation of networks among stakeholders in the value chain
- Managing marketing budgets within assigned countries

**Oct 1996-Feb 2003 TESSITURA TAIANA Spa Export Manager**

*The company is a leading manufacturer of fabrics for shirting, swimwear and apparel  
Reporting to the C.E.O., managing a network of 30 agents and 2 area managers*

**Responsibilities:**

- Export markets, main focus 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
- Management of the downstream marketing activities

**Key achievements:**

- Restructured the whole international sales network
- Achieved business growth 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 Administration

1991/1996 **Università Degli Studi Di Pavia**  
*Degree in International Economics*

1985- 1990 **I.T.C.S. CAIO PLINIO SECONDO-COMO**  
*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, Power-point 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 (Enduro-Off Road)
- Reading (Politics, Philosophy, Crime)

### **Additional Information**

- Military service fulfilled (ARMA CARABINIERI)
- Full driving licence

### **REFERENCES AVAILABLE UPON REQUEST**

**I grant permission of my data to be used according to Italian Privacy Protection law**