

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. Extremely versed working in complex multi-cultural business environments

Lecturer and public speaker in leading European Universities

Career

APRIL 2024-to date

RE&UP RECYCLING TECHNOLOGIES

Head of Global Marketing and Communications

October 2019 - to date

SANKO HOLDING

Director Strategic Projects

January 2019 – to date

UNIVERSITA' SAPIENZA ROMA

Adjunct Professor Digital Business Strategy

July 2017- to date

FASHION AND LIFESTYLE COMPANIES

Strategic management consultant-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

October 2017- June 2019

COPENHAGEN FASHION SUMMIT

Strategic Adviser

Nov 2009– June 2017

SANKO HOLDING/ISKO

Global Marketing and Business development Director

Oct 2007- Sept 2009

INVISTA INTERNATIONAL

Ready to Wear Segment Manager EMEA

Sept 2005- Aug 2007

INVISTA INTERNATIONAL

Ready to Wear Segment Manager (Marketing)

Mar 2003 – Aug 2005

DUPONT DE NEMOURS

Marketing Manager RTW Italy

Oct 1996-Feb 2003

TESSITURA TAIANA SPA

Export Manager

EDUCATION AND PROJECTS:**2012-2013:**

Edizioni INMAGAZINE

Coordinator of the book "Bluemasters-Innovation in Denim"

1997/1998

SDA L. BOCCONI- MILAN/CONFINDUSTRIA

"I Cinque punti cardinali dell'impresa"- Master in Business Administration

1991/1996

UNIVERSITA' DEGLI STUDI DI PAVIA

Degree in International Economics

1985- 1990

I.T.C.S. Caio Plinio Secondo-Como

Diploma in Business Administration

Computer Skills

Fully conversant in Microsoft Word, Excel, Power-point

Languages

Italian

English (fluent)

German (fluent)

French/Spanish (basic)

Additional Information

Military service fulfilled (ARMA CARABINIERI)