

With 35 years of international experience in Business Strategy, Marketing, and Innovation within top consumer goods companies, I have a proven track record in driving business growth, building strong brands, and delivering impactful, lasting innovation.

For over 25 years, I held multiple leadership roles at Unilever, where I developed a deep understanding of how to create sustainable solutions that respect the fragility of our environment while nurturing both lives and bodies in new, more responsible ways. I am a growth-driven, team-oriented leader.

Over the past 12 years, my consultancy work has enriched my experience, expanding my insights across diverse markets and categories. I've had the privilege of delivering measurable success for my clients, consistently improving financial performance and outperforming the competition.

I am passionate about teaching and learning from young people, who are a tremendous source of insight and inspiration for the future

Personal Information

Address

Telephone

E-mail

Date of birth

Place of birth

Female

Nationality LinkedIn

Languages

Italian

English

French

Portuguese



Education

Master degree in business administration

LUISS, Roma.

Major in Marketing. Magna cum laude.

High school diploma in classical studies.

Professional experience

2012 - Present

Founder & Partner

EVENBETTER CONSULTING s.r.l. - Rome

I am the founding partner of EvenBetter Consulting, a strategic consultancy dedicated to helping consumer goods companies sustainably enhance their competitive position. We achieve this through integrated processes of long-term visioning, branding, portfolio management, and innovation development. Our clients are medium to large companies that we guide toward measurable, successful results, leveraging our pragmatic approach and exclusive, internally developed tools based on our expertise. Our mission is to help them move from being #2 or #3 in their markets to achieving the top position..

Vice President Food Innovation

UNILEVER EUROPE, Hamburg

2009 - 2012

Reporting to the Global Savoury EVP I developed long-term and breakthrough innovation strategies for Unilever's Food business, including the creation and execution of a 5-year innovation plan for Europe, leading a cross-functional team of 60 people.

In addition, I led supply chain optimization efforts, delivering a +5 point margin improvement by coordinating teams across Marketing, R&D, Consumer Insights, Technology, Supply Chain, and Finance.

Hobby and Interests

Wildlife protection, rescuing species in danger

■ Documentary photography

■ Singing in a "from Gospels to Rock" choir

Other

Vice President Global Bertolli

UNILEVER GLOBAL, Milan-New York

2007 - 2009

Reporting to the Global Savoury EVP and as a member of the Global Food Board, I led three global Marketing and R&D teams across Europe, Australia, and the USA, developing strategies for a €700 million brand. I directed global brand positioning, communication, and innovation, with full responsibility for market share growth, profitability, and brand equity. I shaped a high-performing organization by integrating Marketing and R&D, leveraging best practices and insights across various categories.

Key Achievements:

Successfully launched Bertolli Frozen in the USA, generating \$100 million in sales within two years.

Achieved 2.2% CAGR over three years, surpassing Unilever's average growth in the food sector. Delivered profitability improvements and gained market share in all key markets.

Integrated global marketing teams with unified plans and targets, implementing best practices across regions.

ANTONELLA DI DONATO

Marketing e R&D Director

UNILEVER ITALY, Rome

2000 - 2006

Reporting to the Italy Chairman, and a member of the Italian and European Frozen Food Boards, I led Marketing and R&D for Findus, overseeing a €500 million turnover. I built a competitive, high-performing organization by integrating Marketing and R&D, fostering innovation and efficiency and positioning Findus as a top performer, which led to its retention when Unilever divested its frozen food divisions across Europe, demonstrating its strategic value.

Main achievements:

Achieved 10% turnover growth over 5 years, coupled with a substantial boost in brand equity. Successfully launched two new brands, generating €150 million in revenue within 5 years, creating entirely new categories from the ground up.

Led the turnaround of declining brands, driving +20% and +15% growth in the first year, while improving gross margins by 5 points.

Executed high-impact communication campaigns, significantly enhancing brand awareness and driving strong sales growth.

National Account Manager

1997 - 2000

UNILEVER ITALY, Rome

I reported to the General Sales Director, leading a team of 30, including 5 Key Account Managers and 25 Regional Account Managers. I was responsible for all customer negotiations, managing 90% of the grocery business turnover (€700 million).

Main achievements include consistently exceeding growth, profitability, and negotiation targets year after year. I developed the customer profitability system, establishing Unilever as the preferred partner in category management for all major clients.

Category and Trade Marketing Manager

1995 - 1997

UNILEVER ITALY, Rome

From Brand Manager to Marketing Manager

1987 - 1994

UNILEVER ITALY (Ice cream and Frozen Food) , Rome

Senior Account Manager

1986 - 1987

J. WALTER THOMPSON, Rome

Junior Brand Manager Home Care

1985 - 1986

COLGATE PALMOLIVE ITALY, Rome

Assistant Brand Manager

1982 - 1984

JOHNSON & JOHNSON ITALY, Rome

Skills and Competences

Business and Brand Strategy



Competitive Strategy



Global Team organization



Business Model Analysis and Visioning



Fast Moving Consumer Goods



Presentation Skills



Privacy

I authorize the use of my personal data in compliance with Leg. Decree 196/03.