

Elena Koumentakis

CORE PROFILE

+20 years of managerial experience in Marketing and Communication in an **international level** with a strong expertise in **Branding, Media, Digital Marketing**. I have successful performance in complex organizations and **constantly committed to outcomes, business results** and sharing of expertise. Good leadership and communication skills.

I am trilingual (Italian– English– French) and fluent in Greek.

PROFESSIONAL EXPERIENCE

PIRELLI, Milan Italy – Automotive, Luxury industries

current Employer

Head of Brand Communication and Events

from 06/2016

Reporting to the Global Communication Vice President, to develop the best integrated_Corporate, Brand, and Sustainability communication output in terms of quality, consistency, and business impact with specific focus on the digital presence. This means communication strategy, creative development, and omnichannel paid campaigns on a global level. An example is the 150 years celebration TVC campaign and activation with influencers <https://youtu.be/qTO99auul34> or product campaigns such as the launch of the new Pirelli Care service <https://youtu.be/U1PWQEHcW0>.

I am also responsible for the management of, Corporate, products and Brand events. An example is the 2022 Pirelli Calendar Event <https://youtu.be/Rc8vJDOKD0I> or the 150 years celebration event https://youtu.be/s6cK_q2k5T8 Leading a team of 8.

Head of Corporate Reputation and Creative Development

07/2012 – 06/2016

Reporting to the Global Sustainability and Risks Vice President to steer Company initiatives, to strengthen and protect reputation, building communication strategy for CSR, ESG dimensions. Also Responsible for the Corporate and Brand communication strategy and related creative work ensuring the overall coherence of international paid campaigns.

Coordination of omnichannel initiatives implemented by the different products and markets organisation on a multi-stakeholder approach. An example is the ESG project to get the attention of the general public to the sustainable sourcing of the natural rubber.
<https://naturalrubber.pirelli.com/en-ww/>

Head of Advertising and Sponsorship

04/2007 – 07/2012

Setting a Corporate vision and designing a global communication strategy, establishing most relevant sponsorship, approving events organization. Playing a pivotal role at global level in leading Brand Management, Corporate and product Advertising, Media Planning and Buying, Sponsorship, Events, Brand Research. Teamed with internal business units to set priorities in strategic actions. Among the Campaigns: short film with Uma Thurman and Kathrine Bigelow (first female Director to win an Oscar), and John Malkovich Campaign.

TELECOMITALIA, Milan, Italy – TelCo, Digital Services industries

07/2003 – 04/2007

Selected by the Head of Public Affairs and Communication. I managed 60+ million euros budget to set communication and brand strategies, be responsible for selection and production of all advertising campaigns. My team and I produced 10 omnichannel advertising campaigns per year in Italy, Brazil, and France.

OGILVY&MOTHER, Paris - Consumer Goods, Luxury industries

01/2000 – 07/2003

CEMEA Client Service Director. Selected by the General Manager to manage and coordinate strategies and advertising campaigns for Motorola, Nestlé, Unilever, and Kraft. Skilled in communication strategies.

ARMANDO TESTA, Turin Consumer Goods industry 1997 – 12/1999 Account Supervisor. Support advertising campaigns strategies and responsible for advertising production. Being the key relationship manager for Barilla and Nestlé.

KPMG, Turin – Financial services 1995 – 1997 Auditor and tax consultant

COLLATERAL EXPERIENCES

Jury Member for national and international brand and adv awards (i.e., Art Directors Club Italia, NC Awards, LeBook).

University Lecturer (Cattolica University and IULM)

Preparatory Course for Women in Boards of Directors

EDUCATION

University of Turin, Italy (1995)

Bachelor of Economics, degree with honours

UCSD – University of California - San Diego (1993) University
Summer Session

Italian, English, French as mother tongue. Fluent in Greek. Basic in Spanish

INTERESTS

Travelling, Music, Fashion, Sports, and Contemporary Art.

REFERENCES

Available upon request