

# OSVALDO ADINOLFI

FACEBOOK PROFILE: Osvaldo Adinolfi. LINKEDIN PROFILE: Osvaldo Adinolfi. TWITTER PROFILE: VesuviOz

## PERSONAL BACKGROUND:

Achievements: **Journalist (on the Italian official register)**  
**Professor at University (graduation and post graduation)**  
**Member of SIM (Italian Marketing Association)**

## PROFESSIONAL STATUS:

Current Position: **SENIOR VICE PRESIDENT MARKETING -EDELMAN ITALY-  
CREATIVE DIRECTOR**

Joined Edelman Communication Worldwide in 2001

Key Responsibilities: **Strategic and Integrated Marketing Communication Programs**  
**Unconventional Marketing Communication (Euro team)**  
**Creative and Pioneering Thinking (mentor and supervisor)**  
**Member of the Italian Management Board**  
**Member of the European Creative Board**

Key Projects: **PLAYSTATION** (from 2002 to 2007. Integrated communication plans for the best strategic launches: PSP Playstation Portable in 2005 and Playstation3 2007 with focus on non conventional activities in fashion, movies, music, culture) **PRINGLES** (from 2000 to 2006. The whole Italian launch with a synergistic strategy of event marketing with focus on sport, music, lifestyle) - **PUMA** (from 2005 to 2007. –Sabre Award Winner for Best Digital Campaign. Build communities; Experiment Mobile mktg and Soccer World Cup Sponsorship in Germany) - **ALGIDA [Unilever Ice creams]** (from 2003 to 2007. Integrated communication plans for both strength the company brand and launch single key products among young consumers) - **SAMSUNG** (from 2005 to 2006. Winter Olympic Games Worldwide Sponsorship in Turin) - **TANQUEREY, GORDONS, BAILEYS** (from 2004 to 2006. Trend Setting Events in Hot Aggregation Spots -happy hour-) - **LOTTOMATICA** (from 2008 till now. Gioco del Lotto: Brand positioning, Digital and Special Projects. 10 e Lotto: New Brand launch, Gratta e Vinci: Media Visibility and Special Project ) - **MASTERCARD** (from 2013. Priceless Cities Program and launch of Priceless Rome)

## PROFESSIONAL BACKGROUND:

Former Position: **COMMUNICATION DIRECTOR**  
**-PROCTER & GAMBLE ITALY-**

Joined Procter & Gamble in 1991 (until 2001) and grew up from assistant communication manager to international associate director

Key Responsibilities: **ITALY [1991-1994] Home Care Division (Ariel, Mr. Proper)**

**USA [1994-1996] Lived in the USA (Cincinnati OH) for two years, working at the Global Headquarter International Beauty Care Division (Max Factor, Pantene, Hugo Boss, Lacoste, Gillette)**

**EUROPE [1996-2000] Lived in Brussels for one year, working at the European Headquarter. Then, back to Italy in charge of New Initiatives (Pringles, Wella)**