

Simona Sinesi

Personal Data

Personal Statement

23+ years of consumer marketing experience in leading FMCG companies (Coca-Cola, Barilla Sony and Unilever) with a solid and successful track on marketing strategy and Integrated Marketing Campaigns.

7+ years spent on social impact.

Passionate person with a result-driven approach, reliable team-player able to cope with pressure and to establish solid relationships with key stakeholders.

Current Work Experience

June 2021- on going

FAO

Current Position: **Senior Consultant on World Food Forum Programme**

January 2021- on going

Economy of Francesco

Current Position: **Senior Mentor Villages**

January 2021- on going

Confindustria

Current Position:

G20 Indonesia 2022

Women in Business Task Force Member

Future of Work Task Force Member

Past Position:

G20 Italy 2021

Health & Life Science Task Force Member

Women Empowerment Task Force Member

November 2019 – on going

Ashoka

Current Position: **Ashoka Fellow** <https://www.ashoka.org/it-it/fellow/simona-sinesi>

July 2014 - on going

NEVER GIVE UP (NO PROFIT ASSOCIATION- ONLUS) – Italy – www.never-give-up.it

Current position: Founder, Vice President, Responsible of Communication & Growth

Key responsibilities:

Strategy and Innovation.

Oversees the strategic direction of the organization. Developed and launched original concept and mission in 2014, and in 2018 developed ' NEVER GIVE UP Houses Project' to build a network of centers throughout Italy able to change the way to approach Eating Disorders by offering sensitization, prevention, treatment, post-treatment services and training and research

'NEVER GIVE UP Houses Project' is winner of the following calls:

- "Fermenti" by Presidency of Council of Ministries
- "Ready to Impact" by Acube
- "GET IT" by Fondazione Cariplo - Cariplo Social Innovation & Fondazione Social Venture FGD (1 of the 2 biggest impact project on Health)
- " Dock 3" by Universita' Roma 3

Advocacy.

- In 2018 developing sensitization and communication Institutional National campaign developed for Presidency of the Council of Ministers directed by the Oscar Winner Danis Tanovic <https://bit.ly/2IKEwlc>
- In 2019 advocating for the institutionalization of the Eating Disorders' Day (15th of March) with Ministry of Health https://www.salute.gov.it/portale/news/p3_2_1_1_1.jsp?lingua=italiano&menu=notizie&p=dalministero&id=3673
- In 2020 enlightening of the squares and monuments of all the cities in Italy thanks to partnerships with Associazione Nazionale Comuni Italiani (ANCI)
- In 2021, it developed an Institutional campaign for Ministry of Health for the National Eating Disorders Day (15th of March) <http://www.salute.gov.it/portale/donna/dettaglioCampagneDonna.jsp?lingua=italiano&menu=campagne&p=dacampagne&id=152>
- In 2022 enlightening Colosseum during the Eating Disorders' National on the 15th of March with the patronage of Ministry of Health and Ministry of Cultural Heritage <https://youtu.be/Wyo18smVnIc>

Thought Leadership. Involved in changing the narrative around Eating Disorders and breaking down the stigma.

Media Strategy and Relations. Oversees communications and build partnership in order to build awareness and sensitisation campaigns with TV, Radio and Press networks (<https://www.youtube.com/watch?v=eC54jFwUwjw&feature=youtu.be>)

Key stakeholders Engagement & Fundraising.

January 2016- on going

SIMONA SINESI MARKETING & STRATEGY STUDIO

Providing consultancy service to companies on:

Creating a new product/service. Problem definition and opportunity identification. Customer segmentation and value proposition. Market sizing and competitor analysis. Business model design and revenue/cost structure. Offer & solution validation. MVP design & go to market (GTM). Marketing & communication

Building a business. Mission, culture, structure. Legal aspects of building a startup. Setup. Managing relationship among founders. Intellectual property, copyrights, trademarks. Staff recruiting and compensation. Operations and product/service management. Financial modelling, startup metrics and traction

Going to investors. Raising funds: e.g. Venture Capital, angels, grants, crowdfunding, banks (term sheet clauses, cap table, how investors think, etc.). Pitching and public speaking

Advocacy. Building solid long term relationships with institutions and local public entities in order to improve the status quo.

Social Entrepreneurship & Innovation. Social problem and Insight, Social Impact, Impact chain, Impact statement, Financing options recap, Financial model, Financial model, Approaching and Pitching to Social Investors, Top Tips to find Social Investors, The Perfect Pitch. Impact & Social Business Modeling. Funding & Scaling Social Innovation. New Leadership. Systems Change. Partnerships & Co-Creation. The Art of Storytelling & Marketing. System Change. Funding System Change & Measuring social impact.

September 2020- on going

TEDx COMMUNITY

TEDx Speaker

https://www.ted.com/talks/simona_sinesi_connecting_the_dots_il_coraggio_di_cercare_di_essere_se_stessi

TEDx Licensee | TEDx Organizer |

<https://www.ted.com/profiles/9828161/about>

TEDx Curator among all of the following talks

https://www.ted.com/talks/aurora_ramazzotti_per_essere_fearless_bisogna_essere_stati_fearful

https://www.ted.com/talks/flavia_pennetta_lasciare_quando_hai_raggiunto_il_top

Academic and Mentorship Experience

May 2022- on going

Università Lumsa - Roma

Current Position: **Professor in Innovation and Marketing Technique**

February 2022- on going

Università Lumsa - Roma

Current Position: **Professor in Marketing Lab**

February 2022- on going

Università Lumsa - Palermo

Current Position: **Professor in Marketing**

January 2022- on going

Università Sapienza - Roma

Position: **Professor of Marketing & Social Impact**

January 2022- on going

Google

Current Position: **Certified Workshop Facilitator "I am Remarkable project"**

March 2021- on going

HFarm - Treviso

Current Positions:

Scientific Coordinator Master Social Impact Entrepreneurship

Scientific Coordinator Enhancing in Business Ethics, CSR and Global Sustainability

Scientific Coordinator Certificate in Social Impact Entrepreneurship

September 2020- on going

Università Bocconi - Milano

SDA Bocconi - Milano

Iulm - Milano

Bologna Business School- Bologna

RCS Academy - Milano

Sole24Ore Business School- Roma, Milano

Current Position: **Visiting Professor in Marketing, Strategy and Social Impact, Entrepreneurship**

September 2020- on going

Rome Business School- Roma

Current Position:

Professor in Marketing and Social Impact

Research Center Contributor

RBS4Entrepreneurship Board

Jury Member of the R4Entrepreneurship

September 2020- on going

Inspiring Girls by Valore D

Talent Garden

Young Women Network

LE VILLAGE by Credit Agricole

Make a Cube

Current position: **Senior Mentor**

Past Work Experience

January 2016 – December 2017

Sony Entertainment – Italy –

Position: **Head of Marketing and Strategy**

Responsible to lead the development and sell new formats into Italian broadcasters – RAI, Mediaset, Sky, Discovery.

Main formats managed: Top Gear Italy, The Voice of Italy, Dance Dance Dance

Responsible of Integrated Marketing Branded Content Campaigns development for main clients (among all Procter& Gamble, Huawei, Hyundai, Golia, Rocchetta, Samsung, Kiko) able to leverage on TV to build “liquid and linked” storytelling across all contact points (BTL, Shopper, Customers, Digital & Social, Media and Brand PR).

Key relationships

- Sony Global Marketing Team
- Other Local Marketing Team (Asia, Eurasia, North America, LATAM)
- Key Italian Broadcasters
- Main clients
- Key partners (Universal, adidas, Twitter, Spotify) and key influencers
- Agencies (ATL , BTL, Shopper, Digital & Social, Media and Brand PR)

January 2008 – December 2015

The Coca-Cola Company – Milano, Italy –

Current position: **Coca-Cola Regional Central Southern Europe (23 markets) Marketing Manager** (Sept.2010- Dec.2015)

Responsible for Coca-Cola brand strategy, positioning and Integrated Marketing platforms development (ATL , BTL, Trade, Shopper, Customers, Digital & Social, Media and Brand PR) liaising with the Global Team in USA and supervising and supporting the execution in the Central Southern Europe Region (23 markets: Albania, Austria, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, FYROM, Malta, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia, Switzerland).

Responsible to develop and manage relevant alliance platforms, global partnerships (UEFA, FIFA, IOC, Universal, adidas, Sony, Spotify, Top Football Teams), media players (Sky, MTV) and key influencers (i.e. Mark Ronson, Rita Ora and Avicii).

Main Integrated Marketing platforms

- Coca-Cola and Food 2016
- Coca-Cola UEFA 2016
- Coca-Cola Share a kiss 2015 (including Coca-Cola Summer Festival 2015 in Italy)
- Coca-Cola Always on Teens platform 2015 (led on behalf of Global Team the worldwide campaign)
- Coca-Cola FWC2014 and FIFA WORLD CUP 2014 Global TROPHY TOUR for Central Southern Europe (the longest and the biggest sport touring activation in the world -90 stops). Responsible for the ideation, fundraising, development and production on behalf of the Global Team of one of the Global FWC2014 TVC copy directed by the Oscar-winning Bosnian film director D.Tanovic
<https://www.youtube.com/watch?v=2sGIEgd1iI0>

- Coca-Cola Say it with a Song 2014 (including Coca-Cola Summer Festival 2014 in Italy)
- Coca-Cola IOC Olympic Games 2014
- Coca-Cola Share a Coca-Cola 2013 (led on behalf of Global Team the worldwide campaign)
- Coca-Cola Cup Football Grassroots program 2010-on going
- Coca-Cola Summer program 2011-2012
- Coca-Cola Zero 2010-on going

Key relationships

- Global Coca-Cola Marketing Team in USA
- Franchise Operations Teams in Central Southern Europe (23 markets)
- Other Business Units Marketing Team (Asia, Eurasia, North America, LATAM)
- Key right holders (UEFA, FIFA, IOC, Top Football Teams), key partners (Universal, adidas, Sony, Spotify) and key influencers
- Agencies (ATL, BTL, Shopper, Digital & Social, Media and Brand PR)

*Previous position: **Coca-Cola Senior Marketing Manager** (Jan.2008- August 2010)*

Responsible for Coca-Cola brand strategy, positioning and Integrated Marketing platforms development (ATL, BTL, Trade, Shopper, Customers, Digital & Social, Media and Brand PR) liaising with the Global Team in USA and supervising and supporting the execution in Italy and in Europe (on behalf of Global Team). Main campaigns: Coca-Cola UEFA EURO2008, Coca-Cola IOC Olympic Games 2008 and Coca-Cola FIFA WORLD CUP 2010.

Responsible for assets, alliances and sponsorship strategy, execution and measurement directly managing alliance platforms and partnerships agreements.

May 2000- December 2007

Barilla S.p.A. – Parma, Italy –

Senior Marketing Manager Snack Mulino Bianco and Pavesi (January 2006 - December 2007).

Senior Brand Manager Breakfast (November 2003 - December 2005)

Brand Manager Dry Breads (May 2000 - October 2003)

Responsible to manage the entire marketing mix, from brand strategy to execution, of main Barilla brands (Mulino Bianco and Pavesi - leading brands within the bakery market) both on existing business and innovation in the three most competitive categories (dry breads, breakfast products and snacks).

Main projects & responsibilities:

On existing business:

- Responsible for marketing strategy and plans on the main Company brands (Mulino Bianco and Pavesi) in dry breads, breakfast products and snacks categories:
 - Leading portfolio, NPDs & 5Ps strategy
 - Managing all media investments, planning and execution, setting priorities by category
 - 5 new integrated communication platforms development (ATL strategy, copy development and execution, Visual Identity System development, Promo platform management - In Store, In Pack, BTL) able to increase brand indicators and business performance

- Annual and BP development
- Leading cross functional teams – SRA, Supply Chain, Research and Development, Market Research, Strategy and Insights, Finance, Legal, Trade Marketing and Sales cross functional teams to develop a comprehensive strategy and to ensure execution

On innovation:

- Led the strategic development of Breakfast and Snacks' Innovation strategy:
 - Developing a market segmentation and gap analysis based on consumers' insight and motivations working with Market Research
 - Aligning priorities and working SRA Supply Chain, Research and Development, Market Research, Strategy and Insights, Finance, Legal, Trade Marketing and Sales cross functional teams to develop a comprehensive strategy and identifying supply chain and system capabilities to ensure robust and successful implementation
 - Leading Phase and Gate Innovation Council that enabled to ensure a relevant 5 year innovation pipeline through 3 new products launches able to increase brand performance indicators in existing categories, 2 new sub-brands launches to penetrate new categories (i.e. confectionary and salty snacks) and a Masterbrand launch (cross-category proposition for the Company light products) able to increase sales by 5% and to build strong brand image and love in the young adult target.

November 1999 – April 2000

Bestfoods – Milano, Italy -

Position: Marketing Junior Brand Manager Ready Meals Knorr (Internship)

Main activities: support Senior Brand Manager on "Natura Viva" Knorr brand launch and business management

Education

December 2019-on going

Ashoka

Social Entrepreneurship & Innovation. Impact & Social Business Modeling. Funding & Scaling Social Innovation. New Leadership. Systems Change. Partnerships & Co-Creation. The Art of Storytelling & Marketing.

System Change & Root Cause Analysis, Targeted System Change, System Change Journey Mapping, Partnership, Weaving the change, Funding System Change & Measuring social impact.

Social problem and Insight, Social Impact, Impact chain, Impact statement, Financing options recap, Financial model, Financial model, Approaching and Pitching to Social Investors, Top Tips to find Social Investors, The Perfect Pitch

June 2018-on going

- **"Ready to Impact" by Acube**

- **"GET IT" by Fondazione Cariplo - Cariplo Social Innovation & Fondazione Social Venture FGD (1 of the 2 biggest impact project on Health)**

- **" Dock 3" by Universita' Roma 3**

Member of incubation and acceleration programs

March 2000

Università Cattolica Del Sacro Cuore- Milano

Master program of Marketing & E-commerce

December 1999

Istituto Superiore di Comunicazione- Milano

Master program of Marketing & Sales Management

September 1995 - July 1999

Faculty of Economics Università degli Studi- Bari

Bachelor's Degree in Economics: grades 110/110 cum Laude & Plausus

Erasmus-Socrates Grant (last academic year) - Dublin Institute of Technology-
Dublin – Ireland

September 1990 - July 1995

Liceo scientifico "Arcangelo Scacchi"- Bari

Scientific High School Diploma

Language Skills

Italian: mother tongue, English: fluent

Others

Former Basket Player (B series)

Former Football Referee (FIGC)

In the 100 Social Impact influencers list

https://www.google.com/search?client=safari&rls=en&q=vita+simona+sinesi&ie=UTF-8&oe=UTF-8&safari_group=9#imgsrc=ieyDgc-YrJ9oaM

Unstoppable Woman Startupitalia years 2018/2019/2020

<https://impact.startupitalia.eu/2018/08/09/never-give-supporto-prevenzione-combattere-disturbi-alimentari/>

<https://startupitalia.eu/unstoppablewomen>

<https://startupitalia.eu/135558-20200812-unstoppable-women-le-donne-stanno-cambiando-litalia>

Good Lobby European Award Winner 2019

<https://www.ilfattoquotidiano.it/2019/12/23/the-good-lobby-awards-tra-i-finalisti-la-onlus-che-si-occupa-di-disturbi-alimentari-la-nostra-sfida-non-far-sentire-giudicato-chi-chiede-aiuto/5635464/>

Relevant links, articles and interviews:

<https://www.linkedin.com/feed/update/urn:li:activity:6744650063282364416/>

<https://www.linkedin.com/feed/update/urn:li:activity:6744650063282364416/>

<https://www.avvenire.it/economia/pagine/dalle-bollicine-ai-disturbi-alimentari-una-risposta-c-e>