

Flavia Rubino

ex Global Marketing Director FMCG, now strategic digital marketer and Founder of YourBrand.Camp
flavia.rubino@thetalkingvillage.it

Summary

Former marketing executive in top FMCG companies, now passionate web entrepreneur and "social talent scout". I am the founder and CEO of The Talking Village, and just launched YourBrand.Camp - the first and only platform for Collaborative Marketing, generating influencers' advocacy through co-creation.

In a nutshell:

94-97 ABM Procter & Gamble

97-01 Brand Manager Benckiser, Category Manager Reckitt Benckiser Italy

01-04 Marketing Director RB Greece

05-06 Global Category Director RB Headquarters (top 400)

06-08 Marketing and GBU Director Johnson & Johnson Italy

09 – to date: strategic marketing consultant, blogger, networker, lecturer in digital marketing (LUISS, Sda Bocconi, USI, La Sapienza), startupper.

My approach:

- > I am a natural coach and trainer, contagious with passion.
- > I provide a unique combination of a solid corporate experience with a passion for new social technologies. I believe that good management and marketing basics DO NOT change just because they go digital.
- > I spent 15 years in FMCG top roles: I know the difference between a facebook page and a business strategy, I discover and value real consumer INSIGHTS - not just the nice stats and graphs about followers and the time of the day they are online.

What can I do for you?

- > I can make your digital marketing human and true to life. I translate business objectives in successful conversation plans.
- > I connect brands with people, their projects and their dreams. I find my inspiration and maximum reward in the number of lives I touch, and positive connections I generate.
- > I am interested in how many mentions and interactions you receive, but more interested in WHY people do so, and HOW you can build on that.

Education

SDOA - MBA

Master in Direzione D'Impresa, Management, 1992 - 1993

Università degli Studi di Salerno

Bachelor's degree, Law, 1987 - 1992

Liceo Classico De Sanctis

Maturita' Classica, 1982 - 1987

Experience

Founder at Your Brand Camp

April 2015 - Present (1 year 2 months)

OWN YOUR CONVERSATION - www.yourbrand.camp

YourBrand.Camp is an innovative platform powered by The Talking Village, generating authentic influencers' advocacy and quality contents through collaboration and cocreation.

- Brands open and populate their BrandCamp with valuable projects and information.
- YBC selects and rewards opinion-leading people that join their favourite Camp, generating productive conversation and useful insights
- Influencers bring brand messages to life and generate qualitative reach with creative freedom and actual call to actions. The platform rewards them based on quality and results.

YBC Community is strictly selected based on social activities and vertical skills.

They are active on social networks, curious and creative storytellers. The majority are bloggers - but it's not a compulsory requirement to join.

They are willing to learn and grow their marketing/storytelling skills – that's why they get rewarded with products, vouchers, special prizes but also with tailored training and consultancy

Main Categories: Family, Life style, Beauty, Food, Travel, Entertainment + ad hoc recruiting

Check it out: www.yourbrand.camp

OWN YOUR CONVERSATION!

Co Founder at Digit-Ali S.r.l.

2015 - Present (1 year)

Thanks to a very productive discussion group on LinkedIn, we have captured the need for a better digital culture in Italy and founded Digit-Ali, a new company aimed at developing collaboration between "analog natives" and "digital natives". I am among the founders with a training, consulting, and business development role.

Join #migrantidigitali (<https://www.linkedin.com/grp/home?gid=4975724>), and stay tuned for its upcoming initiatives.

Founder at The Talking Village

January 2010 - Present (6 years 5 months)

IF MARKETS ARE CONVERSATIONS, IT'S TIME TO SPEAK OUT.

The Talking Village is a unique #ConsumerAgency. We believe in consumer empowerment through a direct and honest dialogue with brands/companies. Our projects range from insights research, co-creation and innovation, web communication strategies and true storytelling.

Thanks to our rigorous strategic approach and trusted networks, we assist clients in developing solid conversation plans and we find the right people: not "targets" or "influencers" but stakeholders who want to create value together.

We provide full support for your conversation plans, from objectives to measurement:

- Web monitoring pre-post activity
- Conversation insights
- Strategic recommendation
- Copy writing / Communication Materials Adaptation
- PR & recruiting
- Qualitative Market Research tools & reports, moderation
- Workshops, Events
- Creativity, tailored mechanics & special formats
- KPI measurement

Among our first clients: Barilla, Artsana, Reckitt Benckiser, Illy, RMG Connect for Huggies, Now Available for Nesquik.

Strategic Consultant at Strategic Marketing - Consumer Goods

January 2010 - Present (6 years 5 months)

I collaborate with companies who want to improve their strategic marketing plans and their innovation processes, from idea generation to validation. I love taking care of young marketing professionals and I provide them with both training on the job and seminars to grow their professional skills. In Chefaro Pharma Italy 2010-2011, I was responsible for the development and implementation of marketing plans, relaunching brands like Angstrom suncare, Santangelica beauty care, Restivoil hair care; coaching the next marketing director now in place.

Editor/Coach at Web

November 2008 - November 2013 (5 years 1 month)

Ci vorrebbe una coach (www.veremamme.it) is a web site about life coaching, authenticity, self-esteem and empowerment for mothers and busy women.

Managing Director at Added Value

November 2008 - July 2009 (9 months)

Added Value is an international marketing consultancy and research company within the WPP group, with tools ranging from brand equity measurement to cultural insights, brand positioning, market segmentation and mapping.

Baby and Beauty GBU Director at Johnson & Johnson

April 2006 - October 2008 (2 years 7 months)

Responsible for the commercial P&L of Baby GBU brands (Johnson's franchise, Penaten) sold in Mass and Pharma

Responsible for the commercial P&L of Beauty GBU brands (Roc, Aveeno, Neutrogena) sold in Pharma channel

Managing a marketing team of 10 people + professional marketing relations

Global Category Director at Reckitt Benckiser

January 2005 - March 2006 (1 year 3 months)

Defined and implemented the 3 year Strategic Plan for Water Softeners, fabric Softeners and Ironing Aids, with main responsibility for category P&L and category pillars: equity, innovation, models.

Managed 3 Global Marketing Managers responsible for world-wide WS + FSIA strategies and innovations.

Established R&D priorities and developed WS and FS + Ironing Aids category international pipeline of initiatives.

Managed central Market Research budget for new concepts and product testing.

Responsible for new copy development and new packaging development.

Collected and re-applied best marketing and sales practices across countries ("success models")

Coordinated non-added value cost cutting programs for the category.

category NR grew 5% and profit margin achieved all time high levels

Marketing Director at Reckitt Benckiser Greece (Athens)

February 2001 - May 2004 (3 years 4 months)

I Moved to Athens at the beginning of 2001, when I was 31.

I was managing a large mass market brands portfolio with major new launches, and a Team of 10+ people.

My achievements:

- Developed budget control and trained junior marketers to track and improve investment efficiency with media pitch procedures (Greece 2002, Cyprus 2004), media strategies definition, budget and planning
- As a member of Int. Core Team for Fabric Soft., led 2001-2003 relaunches. coordinating international film productions.
- initiated a PR corporate project involving Adv Agency, Media and PR, translating in increased visibility of RB Greece company
- Developed Strategic + operative co-operation with Cyprus distributor

- I was trainer and Group Leader in Leapfrog Innovation Corporate Training; Trainer for Southern EU Region on SPRING corporate toolkit

KEY RESULTS ACHIEVED:

Net Revenues grew +20% and profit margin by 40% in 2001 – 2003, market share up + 2 pts

Built team structure and spirit after a period of high turnover – hired 6 people, advanced 2 to international roles, and only 1 person left marketing dept. in 3 years.

Brand Manager, Category Manager at Benckiser Italia (Milan)

1997 - January 2001 (4 years)

I joined Benckiser Italy in the pre-merge period as Product Manager for AVA local laundry products and got quickly promoted to Category Manager role. I was responsible for Laundry Category and then Home Cleaning Category, managing 2 BM's and 2 ABM's. The Company further expanded with Reckitt & Colman merge in year 2000, which was the tipping point for my international career growth.

Assistant Brand Manager at Procter & Gamble (Rome)

1994 - April 1997 (3 years)

Responsible for Dash Laundry brand, and then Tempo paper products.

Publications

Mini manuale di ascolto e conversazione

Sinapsis

Authors: Flavia Rubino

Buone pratiche di dialogo, per far crescere te e il tuo business

Honors and Awards

DonnaèWeb

<http://donnaeweb.it/dew/>

December 2012

DONNAèWEB_Marketing - primo premio

The Talking Village LAB - Flavia Rubino, Giuliana Laurita

Motivazione: Intuizione potente nell'uso degli strumenti digitali per consentire il collaudo del vetro tra clienti e marchi. Laboratorio innovativo e molto in linea con le esigenze dei marchi aiuta le imprese a crescere senza paura. Consentirà nel corso degli anni di convincere sempre più i marchi all'uso delle metodologie agili e veloci

Projects

Dash - Idee per le Mamme

December 2011 to Present

Members: Flavia Rubino, Manuela Cervetti, Sara Salvarani

IDEE PER LE MAMME. PER UN PAESE A MISURA DI FAMIGLIA è un'iniziativa promossa da Dash per scoprire, diffondere e sostenere concretamente i progetti che migliorano ogni giorno la vita delle mamme in Italia.

Languages

| | |
|----------------|-----------------------------------|
| English | (Full professional proficiency) |
| Italian | (Native or bilingual proficiency) |
| Greek | (Limited working proficiency) |

Skills & Expertise

Web Marketing
FMCG
Product Development
Public Relations
Public Speaking
Digital Marketing
Customer Insight
Business Planning
Digital Strategy
Social Media Marketing
Strategic Planning
Marketing
Advertising
Social Media
Marketing Strategy
Start-ups
Budgets
Strategy
E-commerce
Marketing Management
Brand Management
Marketing Research
Market Planning
Copywriting
Blogging
Leadership
Management
Online Marketing
Entrepreneurship
Business Strategy
Facebook
Segmentation

Marketing Communications

Brand Development

Market Research

Mobile Marketing

Online Advertising

Integrated Marketing

Market Analysis

Web 2.0

Competitive Analysis

Brand Equity

International Marketing

Media Planning

Marketing communication

Social media marketing

Social Networking

Brand management

Social networking

Marketing online

Interests

trainings:

- Leadership: Transition Leadership Forum, (J&J Bruxelles 2007)
 - People: Building and managing a winning team (Reckitt Benckiser, Milan 2002), Interpersonal managing skills, Positive Power Influence, Selecting Interviews (Procter&Gamble Rome '95-96)
 - Copy: Effective Copy Seminar (Reckitt Benckiser, London 2005) , SMART training (Benckiser, Barcelona, 99), Storyboard evaluation seminar (Procter&Gamble, Barcelona '95),
 - Concept: Concept Development seminar, (Procter&Gamble, Istanbul 95), Effective concept writing (RB London 2004)
 - Promotion: Building Brand Franchise through trial and loyalty (Procter&Gamble, Rome 94)
 - Finance: Finance for non-finance managers, (Benckiser, Milan 98)
 - Direct to consumer copy seminar, Effective oral presentations (Procter&Gamble '96),
-

Flavia Rubino

ex Global Marketing Director FMCG, now strategic digital marketer and Founder of YourBrand.Camp
flavia.rubino@thetalkingvillage.it



9 people have recommended Flavia

"I had the pleasure to meet Flavia as founder of The Talking Village, and soon her smartness and firm commitment to her ideas impressed me. She has been among the few marketing people in Italy to understand markets as conversations and to fully embrace the consumers' empowerment. She developed a fruitful business model based on the convergence between corporates and brands, on one side, and their customers, seen as real people, on the other side. She embodies an idea of maternity and work-life balance inspired by genuinity and strenght. I was involved in several projects she lead, and had the opportunity to treasure her uncommon skills as an enterpreneur, a manager and a mother. "

— **Paola Liberace**, *Market Research Manager, Telecom Italia*, was with another company when working with Flavia at The Talking Village

"Flavia è un team leader e una project manager veramente capace, dinamica, efficiente e preparata. È tenace, gestisce efficacemente il team nelle diverse fasi progettuali. È di forte stimolo collaborare con lei."

— **Manuela Cervetti**, reported to Flavia at The Talking Village

"Flavia è una professionista estremamente capace e preparata. Alle doti tecniche in tema di marketing e comunicazione unisce eccellenti qualità di team leader che la rendono una persona per cui e con cui è estremamente piacevole lavorare. Una personalità con un ottimo equilibrio fra dolcezza, simpatia e decisione corona un quadro decisamente positivo. Inoltre lavorare con The Talking Village crea un nuovo sguardo sul marketing e sulla comunicazione, mettendoti in condizione di poter davvero interagire con l'utenza del brand che stai seguendo per un determinato progetto. L'esperienza con Idee Per Le Mamme di Dash ne è un esempio: dal dialogo con le persone della Rete è partito un progetto di ampio respiro strutturato sulle reali esigenze delle madri e delle famiglie. E' una grande soddisfazione perchè si va oltre la normale relazione azienda-cliente finale,toccano con mano la possibilità di dare concretamente alle persone quello che stanno cercando. Il brand ne ricava visibilità e materiale documentale importantissimo e il cliente finale viene ascoltato e valorizzato."

— **Sara Salvarani**, reported to Flavia at The Talking Village

"VereMamme is a place where moms and dads can meet, talk, think and - last but not least - laugh. Flavia's passion and her open-minded attitude made this community grow fast in a few months: individual

experiences, a new approach to marketing using the web 2.0 powerful tools and the capability of involving and aggregating more and more people were the keys of this success. I am sure new projects are about to come and I am especially looking forward to coaching for moms and the growth of The Talking Village, maybe Flavia's brightest idea. Go, Flavia, go!!"

— **Mariangela Ziller**, was with another company when working with Flavia at Web

"Flavia has been a great role model not only as an experienced Marketeer but also as a personality. As a Marketing Director her door was always open for her team members to guide, teach and encourage them. She always set an example of hard work, dedication and commitment to achieving the goals. Although her demands were of a high standard, she was fair with her judgements and never lost her temper. On the other hand, Flavia was a fun person to be with. I will never forget her dinner parties, where she would cook five different types of pasta for 20 of her colleagues or the games we played at the beach! I consider myself very lucky to have had Flavia as a boss at the beginning of my career."

— **Katerina Loungi**, worked indirectly for Flavia at Reckitt Benckiser Greece (Athens)

"I have had the privilege of watching Flavia in action, at Reckitt Benckiser. I have seen her inspire a team, grasp the needs for the future, create innovative ideas, design unexpected solutions to issues and, each time, she was able to deliver results and drive her business units on the path to growth. For me, as a researcher, it has been a wonderful learning adventure, working with her... especially trying to keep up with all that was brewing in her mind :-). And yet, what stands out even more, out of the years we worked together, was the fact that she consistently proved herself to be a heart warming woman of integrity, impeccable in word and action and uncompromising in her goals and values."

— **Agnes Mariakaki**, was a consultant or contractor to Flavia at Reckitt Benckiser Greece (Athens)

"Flavia is a savvy Marketing professional with a strong personality that could challenge the status quo. As a country Marketing Director sitting on a Global Category Team, she was not afraid to defend an unpopular position if she felt it was in the best interest of the Business. Flavia was also a valued, collaborative team member that could be counted on to build on innovation initiatives or gross margin improvement strategies and then execute them once agreed. In summary, she was a pleasure to work with. I would highly endorse Flavia in any of her chosen endeavors."

— **Anthony D. Sidoti**, worked directly with Flavia at Reckitt Benckiser Greece (Athens)

"Flavia worked on the management team as Marketing Director while I was General Manager of Reckitt Benckiser Greece. Flavia was a strong member of the team. She continuously pushed the envelope to build our brands with innovation, develop people, and build consensus among our management team. Flavia enjoyed and excelled at developing people in her group. She was a pleasure to work with."

— **Phil Mazzini**, managed Flavia at Reckitt Benckiser Greece (Athens)

"Chi conosce Flavia anche solo superficialmente può rendersi conto della grande intelligenza nascosta malissimo in occhi vivacissimi e in un corpo minuto! Ovviamente l'articolo che ha scritto di venerdì sera alle otto è strepitoso per contenuti...ironia ed assenza assoluta di filtri e piacionerie. Ebbene sì! Sono una donna e so che Flavia è un mito! Lo è sempre stata (la conosco dall'epoca dell' MBA) e ancora lo è. E la cosa che non stupisce è che lo sarà anche grazie alla sua capacità di apprendere, cogliere l'essenza dei problemi e semplificare fino a trovare ogni genere di soluzione possibile. E come se non bastasse è capace di mettersi in gioco in modo assoluto, totale e competente. E poi conosce il marketing...sa cos'è. Detto questo...è costretta a volte a dover essere simpatica per poter essere compresa. Ma per fortuna alcuni non la capiscono. Grande Flavia!"

— **Lalla Valentini**, studied with Flavia at SDOA - MBA

[Contact Flavia on LinkedIn](#)