

# Alberto Giovanni Chinaglia

Via Pietro Custodi 7– 28100 Novara (NO) - Italy

Mobile +39-348-2351641

Email: [alberto@whatifcommunications.eu](mailto:alberto@whatifcommunications.eu)

## EDUCATION & TRAINING

**2018** – WSET Level 3

**2014** – O.N.A.V. Level 1 Diploma – Ghemme (Novara)

**2018** - 2-day seminar: Marketing in Uncertain Times - Cardell Media Ltd - London

**2012** - Intensive courses in Italian and English: Export Check Up Analysis and Effective Presenting & Negotiation with International Clients at CEI (Foreign Center for Internationalization) - Turin - Italy

**1996** – 6-WEEK-ON-THE-JOB-TRAINING focussed on Sales and CRM (Textile & Fashion field) - Luigi Boggio Casero Inc, N.Y. - U.S.

**1993** - Bachelor's Degree in Public Relations, major modules included Economics and Marketing - I.U.L.M. Istituto Universitario di Lingue Moderne - Milan - Italy

**1991** - German Language (6 week course) - Päd Aktiv Institute - Heidelberg - Germany

**1988** - Textile Engineering (High School) Istituto Tecnico Industriale 'G. Fauser' - Novara – Italy

## LANGUAGE & IT SKILLS

English: C2 – French: B1 – Spanish: B1 – German: A2

MS Office package, fully conversant with Internet and e-mail client accounts.

Knowledge of CRM software AS 400 and Sales Force. Knowledge of Mac environment

## CAREER HISTORY

**2002 to date** – Sales & Marketing Consultant at WHAT IF ([www.whatifcommunications.eu](http://www.whatifcommunications.eu)) - Novara – Italy and *Product Development Manager (EMEA)*- London at CORBIS IMAGES UK, BRITAIN ON VIEW, PHOTONICA AMANA EUROPE

## CURRENT AND RECENT MAIN CLIENTS AND ACTIVITIES - WINE FIELD

### **AZIENDA AGRICOLA CASTALDI FRANCESCA (DOC wines making - ALTO PIEMONTE):**

- Brand Ambassador at the events Nebbiolo Day 2019 in London and Taste Alto Piemonte 2019 in Novara (Italy). Currently dealing with leads for potential distribution in the U.K.

### **AZIENDA AGRICOLA BRIGATTI FRANCESCO (DOC and DOCG wines making - ALTO PIEMONTE):**

- Assessment and restyling of basic multilingual marketing tools such as technical sheets, new website. Brand Ambassador at the events Nebbiolo Day 2019 in London and Taste Alto Piemonte 2019 in Novara (Italy). Currently dealing with leads for potential distribution in the U.K.

### **AZIENDA AGRICOLA GILBERTO BONIPERTI (DOC wines making - ALTO PIEMONTE):**

- Brand Ambassador at the events Nebbiolo Day 2019 in London and Taste Alto Piemonte 2019 in Novara (Italy).
- Currently dealing with leads for potential distribution in the U.K.

### **ROVELLOTTI VITICOLTORI IN GHEMME (DOC and DOCG wines making - ALTO PIEMONTE):**

- Assessment and support in restyling of multilingual marketing tools prior to opening new markets in Northern Europe.
- Research and selection of specific internationally relevant ratings. Research, organization and attendance of Imbibe Live 2018 wine & spirit fair in London, focused on the on-trade segment.
- Research and profiling of Northern European importers.
- Conception and organization of B2B incoming initiatives to support the estate's exposure on selected North European markets and relevant activity as the Brand Ambassador.

### **Achievements:**

- Selected importers panel covering U.K. and Northern Europe areas. Eventually acquired importers for English and Belgian markets.

### **TORRACCIA DEL PIANTAVIGNA (Making and Sales of DOC and DOCG wines - ALTO PIEMONTE):**

- Full support to Marketing and Sales functions through the strategic consultancy on the ground of Brand Identity and positioning, communications to Italian sales agents, international distributors and importers.
- Management of Italian and international trade shows, the new website and online presence, the new wine packaging, guided tours for retail Italian and foreign customers, communications with key third party authorities and Organizations.
- English and Italian PR support (press releases and articles).

**Achievements:**

- ✚ Considerable improvement of brand awareness among the retail and corporate audiences such as wine bars and shops, restaurants and partners that contributed to increase turnover by over 100% since 2013..
- ✚ Developed a trade marketing strategic approach that led to an improved perception of the brand core values and ultimately to increased sales volumes.

**CURRENT AND RECENT MAIN CLIENTS AND ACTIVITIES - MEDIA AND ADVERTISING FIELD****Corbis Images UK Ltd (Still and moving Imagery Licensing and Rights Control), London - UK**

- EMEA - Responsible for trend and market analysis to drive regional and global photographic content development.
- Developed and nurtured key liaisons with Image, Sales and Marketing teams.
- Participation to events for the creative industry and trends seminars.
- Presentations of Creative Intelligence reports to internal staff and external clients.

**Achievements:**

- ✚ Successfully established EMEA network for the dissemination of key intelligence results and coordinated feedbacks from 8 offices in Europe and 5 in the APAC to support global research programs.
- ✚ Provided tailored intelligence feedback to art directors on upcoming shoots worldwide.
- ✚ Created and shared weekly trends digests across a range of internal audiences.
- ✚ Strongly contributed to creation of customer-focused web pages on corbis.com.
- ✚ Supported PR dept through interviews with European press to ensure Corbis highest exposure.

**BRITAIN ON VIEW and PHOTONICA AMANA EUROPE (Still and moving Imagery Licensing and Rights Control), London - UK**

- Responsible for providing direction and the deliverance of new content.
- Identified brand enhancing and detracting images and main subject gaps that could be filled.
- Provided a visual and commentary-led media analysis of the market and its players.
- Edited in-house photographic material and its adherence to creative research guidelines.
- Conducted on-line research using keyword data analysis to determine client needs.
- Attended meetings with Sales, Creative forces and Photographers in London and New York on regular basis, as required by the business.

**Achievements:**

- ✚ Successfully established a new Market Intelligence department in the UK to provide critical insights on marketplace and its players & to maintain effective communications with European-US Creative and Sales depts...
- ✚ Implemented a successful two-way communication channel between the 5 offices (Milan, London, Paris, Hamburg and New York) based on a solid and continuous flow of information, resulted in considerable company benefits including brand identity and positioning.

**1998 to 2002 - ACCOUNT MANAGER at Unichrome Srl (Integrated Marketing Agency), Verbania - Italy**

- Account & Project management responsibility for conceiving, developing and implementing integrated communication programmes for high profile accounts: Cartiere del Garda Spa (LECTA Group) - Paper manufacturing; CO-VER Srl - Industrial Constructions; SIMEC Spa - Stone Processing Machineries.
- Managed a staff of 2 Account Executives to deliver against budget and deadlines.
- Budget management, including forecasting, negotiations & cost control.
- Worked extensively in the creative process, from client briefing through to deliverables.
- Undertook creative and editorial copy-writing work for online and offline content.
- Outsourced & managed consultants according to deadlines and budgets: photographers, designers etc.
- Responsible for Media Planning and Buying, Art Buying and Press Office.
- Project managed leisure events, trade fairs, corporate and sales events throughout Europe.

**Achievements:**

- ✚ Expanded client portfolio by acquiring and successfully retaining a high profile account part of a European blue chip industrial group (LECTA Group), within the paper manufacturing industry.
- ✚ Generated successful multi-channel marketing communications with focus on Corporate, Branding and Advertising campaigns, from Websites, Annual Reports, Environmental Certifications, through to Direct Mail, ATL & BTL campaigns, PR initiatives, Sponsorship and Special Events.
- ✚ Strongly contributed to clarity and effectiveness of the marketing communication activity.
- ✚ Consolidated Unichrome corporate identity at European exhibitions in Spain and Germany.

**1995 to 1998 - SALES AREA MANAGER:**

**Lanerie L. Boggio Casero Srl (Textile Factory), Biella - Italy**

- Carried out direct sales in Europe, U.S. and Japan / Participant at EU and Japanese textile exhibitions.  
**Achievements:**
  - ✚ Facilitated the development of bespoke collections to grow N.Y. top fashion designers segment.
  - ✚ Expanded client's portfolio in Continental Europe and retained their loyalty.

**PERSONAL**

- Nationality: Italian
- Date of birth: 31 January 1969

**References available on request**