

# GIUSEPPE BRIONI

**International executive with extensive experience in Marketing and Sales across categories and countries ( Italy, France, Holland, and Luxembourg ) with global responsibility for major FMCG global brands .**

Demonstrated success in global roles in multinational and private company, multiple categories & geographies: strategy development and execution, Innovation and major NPD development, P&L management, driving profitable growth via innovation, turnaround, and restructuring.

## Key achievements :

- **Change Management** through the set up of Innovation Centers in Unilever and Global Category Direction in Ferrero, maximizing synergies, top line growth (Kinder +40% ), and Profit...
- **Innovation and Global roll outs:** Turning local / European brands into global success (Magnum, Kinder...)
- **Business turnaround:** managed the full global relaunch of Kinder Surprise (turnover 800m€)
- **New Brand creation and development/roll out:** as a Marketing Manager led the **creation of Clear Shampoo** (launched in Italy and rapidly turned into European success) **and Lynx** (Marketing Mix developed in France as **Axe parfum deodorant** and quickly rolled out in Europe )

Key Skills : Strategic thinking, People management, Communication , N.P.D. and Portfolio management plus “political skills” gained in 12 years of experience as a top manager in a family owned business, where key decisions were taken mediating between family members.

**2018-20 President CDA IllaSPA and President CDA Salus per Aquam -Salsomaggiore**

**2017 Consultant Ernst&Young**

**2016 Consultant PWC**

**2011-2015: FERRERO INTERNATIONAL LUXEMBOURG: NEW BUSINESS DIRECTOR**

- Responsible for the development of a new Category / Business Unit outside Confectionery
- Evaluation and recommendation of alternative business models: full licencing / co-packing /own production.
- Development and market test of the new range with very positive results.
- Finalization of the business plan with recommendation of trade terms, logistics and distribution model.
  - management, to a central coordination that maximizes synergies and accelerates growth; start process of Kinder Brand Architecture and Kinder Vision for growth.

**2002-2010 FERRERO INTERNATIONAL: GLOBAL CATEGORY DIRECTOR KINDER ( 4bn€ )**Responsible for defining **Global Category Strategy and top/ bottom line targets, managing brand equity, brand strategies, marketing mix, portfolio complexity and new product launches.** Change management from multi-local to a Global business: contribution to the creation of a strong central marketing team moving from 20 local Companies acting independently in terms of brand equity marketing mix People management: creation of central Kinder global marketing team moving from 5 to 16 people recruiting key talent from different backgrounds (Coca Cola, Danone, Kraft, Nestlè...)Business results:Kinder Global Turnover 2002/2010: +40%, 4bn€

- Successful Roll out of Kinder Brand in Russia, Turkey, China, India...
- Product harmonization and complexity reduction: –700 SKU's
- Turnaround and full relaunch of Kinder Surprise
- Roll out of the “Kinder+Sport” project in all European Countries as a major CSR activi

**2000-2001 UNILEVER Rome: EUROPEAN INNOVATION CENTER DIRECTOR and VICE PRESIDENT BRAND DEVELOPMENT** European responsibility for product innovation and brand development for all Impulse Brands (**2 bn €**) plus **Global responsibility for the brand Magnum** (Worldwide turnover 700 mUSD), 100% European role reporting to Rotterdam Head Office.

**Key Achievements** as Vice president Brand Development :

- **Change management:** Drive the smooth **transition from 14 “independent” local Marketing departments** (developing local products and communication material) **to one European Innovation Center** working on behalf of all Countries (Pan-European launches and global Brand communication)

- **People management:** Design the structure, find the right people and motivate the European Innovation Centers: 50 people in Marketing and Development, of which 80% managers.

- **Product harmonization and complexity Reduction** via multilingual packs, leading to a 4 points Gross Margin increase.

- **Successful innovations across Europe : 570m€ incremental turnover:**

- ✓ 1998-2000: Magnum Double: 60m€, Magnum After Dinner: 30m€, Carte d'Or selection: 150m€, Magnum snack size: 110m€, Solero Ice: 60m€, Magnum Caramel & Nuts: 80m€, Cornetto Miniature: 80m€

**1998 -99 UNILEVER Milan: MARKETING DIRECTOR Ice Cream for Italian market (600 m€) and INNOVATION CENTER DIRECTOR (1,7 bn€)**

Responsible for driving the European Innovation Programme, the Adv development and the Consumer activation programme for all European Countries: **Turnover 1,7 bn €, Media budget 130 m€**

**1995–97 UNILEVER Milan : NATIONAL ACCOUNT MANAGER** responsible for ice cream and frozen food : turnover in grocery channel: Ice Cream+Frozen Food **800 m€**

**1993-94 UNILEVER Rotterdam ICE CREAM CATEGORY.** Strategy, acquisitions and marketing coordination for all south European Countries, Central Asia (Arabia, Pakistan, India)

**1991-92 UNILEVER Rome MARKETING MANAGER ICE CREAM**

Responsible for launch of Cornetto in grocery channel increasing turnover by 50% and leading the turnaround of the brand Carte d' Or via pack and flavour innovation

**1988-90 UNILEVER MILAN: MARKETING manager Deodorants and Hair: creation of the brand Clear,** developed for Italian market and quickly rolled out as international success

**1984-87 UNILEVER PARIS : SENIOR BRAND MANAGER DEODORANTS:** Responsible for the **creation of Lynx parfum deodorant** (developed as “Axe” in France before the European roll out)

Degree in Economics at “Università Bocconi Milano”, ESSEC Paris

Married-two children, Italian native speaker, fluent in English and French