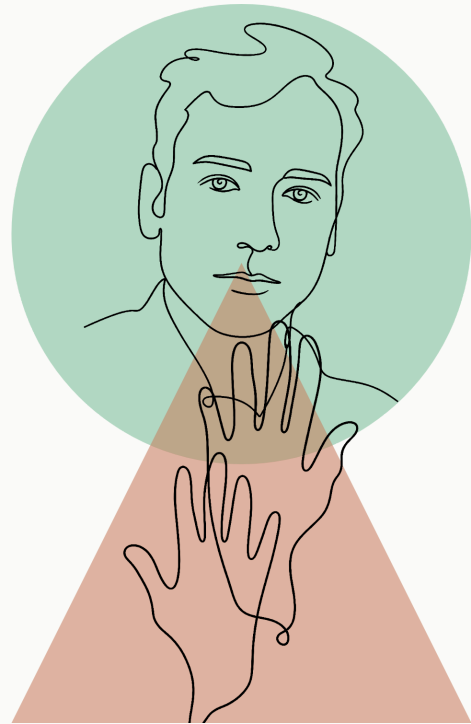


Hands & mind.

Brand strategist. Premium & luxury.

Via dei Benedettini 1, Milan, Italy · +39 366 1949 723
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Over twenty-five years I have grown from the fundamentals of marketing to shaping the brand identity of global premium and luxury companies. Living and working in Germany, France, Belgium, and Australia, I supported brands in their international expansion, moving from local roles to headquarters positions, gaining multiple perspectives and developing diplomatic skills. An expert in brand identity, positioning, and business development, I help stakeholders achieve global success with a clear vision, a simple mission, and a sustainable roadmap.



EXPERIENCE

Officina degli Estratti

Deep-tech manufacturing and applied research: animal and plant lipid ingredients for cosmetics, standardised through molecular spectroscopy, AI, and a digital chemical-physical passport.

Founder

Parma, Italy · 05/26 – today

Launching the company from scratch, building connections with universities and suppliers and setting up the lab.

Nova

Cultural-tech company in Milan creating immersive experiences and digital platforms at the intersection of art, AI, and innovation. novaexperience.ai

CEO

Milan, Italy · 11/24 – today

Setting up the strategic vision, business plan, and institutional relations.

Reflex Group

International brand, strategy and creative agency for cosmetics, jewellery, and fashion. A complete, multidisciplinary brand offering with strong strategic foundations. reflexgroup.com

Director Italy

Milan, Italy · 11/19 – today

Supervising and developing the Italian and European operations; building a global network connecting the American, European, and Asian offices.

Golab

Advertising and communication agency for fashion and art. golabagency.com

Strategy Director, Partner

Milan, Italy · 01/17 – today

Reinforcing the agency with a full range of services, from strategic marketing to business development; building the consultancy division and expanding internationally.

Aēsop

A sober antidote to the over-marketed cosmetics industry and a retail innovator. Born of Dennis Paphitis' passion, it distributes luxury skincare across 18 countries through 250+ directly owned stores. aesop.com

Country Manager Italy

Milan, Italy · 02/15 – 12/16

Setting up the Italian subsidiary, from strategic planning to development and distribution: structuring back and front office functions, hiring and training retail staff, identifying ideal locations, and opening stores while launching the brand among niche consumers.

General Manager, Marketing, Creative & Product

Melbourne · 01/12 – 02/15

End-to-end marketing including local implementation; contributing to the CEO and Regional GM's distribution strategy and safeguarding the integrity of the retail expansion, a pillar of the international strategy. Part of the Directors' team involved in the acquisition by Natura.

Surface to Air Consulting

The advisory branch of creative collective Surface to Air, focused on long-term client partnerships and strategic activities such as introducing UNIQLO to the French market. surfacetoairstudio.com

General Manager

Paris, France · 03/09 – 02/11

Eastpak

Part of VF Group, a leading player in backpacks and luggage, extending into a lifestyle and apparel line.

Marketing Director

Bornem, Belgium · 08/08 – 02/09

International marketing strategy, expanding the new clothing line while positioning Eastpak as a lifestyle brand.

Diesel

The Italian clothing company and key denim player known for its irreverent style; primary brand of OTB Group (Margiela, Marni, Viktor&Rolf, Staff International). diesel.com

Marketing Director France

Paris, France · 08/05 – 10/07

Led the French marketing department, supporting growth and the strategic repositioning from category leader (denim) to lifestyle key player.

Head of Communication Germany

Düsseldorf, Germany · 01/04 – 08/05

Led the German subsidiary's advertising & communication, supporting the Country Manager in repositioning the brand through marketing and distribution.

Head of Communication, DieselStyleLab

Molvena, Italy · 11/02 – 12/03

Global communication for the innovative DieselStyleLab and the international product press office of Diesel.

Advertising Account

Molvena, Italy · 11/01 – 11/02

Producing and executing the seasonal advertising campaign.

Star Factory

Milanese PR and communication agency; clients largely in fashion (Kenzo, Tommy Hilfiger, Etro).

Head of Communication Department

Milan, Italy · 02/01 – 11/01

Attaché de presse

Milan, Italy · 11/97 – 02/01

EDUCATION

Istituto Superiore di Comunicazione, Milan

10/00 – 05/01

Master, "Creative Branding for the Luxury Market".

Università degli Studi di Milano

09/94 – 06/97

Business and Administration.

LANGUAGES

English full professional · French full professional · German limited working · Italian mother tongue