

Edoardo Gamberini

Summary

Sales and Marketing manager with 15 years' career experience. I am currently leading the Jeep Owners Relations department @ FCA EMEA HQ, as result of a consistent path across the Company business functions. Strong expertise in Commercial operations and Branding, consolidated by managing some of the most successful FCA nameplates (Fiat 500, Jeep Renegade, Lancia Ypsilon). Leadership roles both at HQ and at subsidiary level, with responsibility of P&L and people; dealing with multifunctional and multicultural stakeholders; managing up to 12 reports of senior professionals and specialists. Born professionally in the Advertising agencies (major Italian and International groups): a disruptive training, which allowed me to scout across industries (beauty; fashion, food & beverage; telco, among others) and to approach things with a twist of creativity. Two years expatriate in Eastern Europe. Mentor of FCA program "Young Talents". Native Italian, fluent in English and Spanish, good proficiency of French and German.

Career

2008 – current, Fiat Chrysler Automobiles

August 2020 – current, Jeep Head of Owners Relations, Turin (Italy)

- reporting to EMEA Jeep Brand Head
- responsible for Marketing planning, CSI and CRM analytics
- executing loyalty rate program across European subsidiaries

March 2016 – August 2020, Lancia Head of Commercial, Turin (Italy)

- reporting to EMEA Lancia Brand Head, 4 direct reports, 12 staff reports
- responsible for Commercial Development, Marketing Product, Pricing
- ensuring Brand sales and financial targets achievement
- dealing with Italian subsidiary to assess and lead half-yearly commercial policy, quarterly results and monthly promo
- competitive analysis, pricing, cost-revenue and margin management
- coordinating launch plans across multifunctional teams: PR, SCM, Finance, E&D, Training
- developing of future products providing positioning and commercial targets
- additional role as **Customer Experience Manager** FCA Italy, all Brands
 - *direct report to EMEA Head of CX and matrix to FCA Italy Managing Director*
 - *multichannel lead management*
 - *Customer Satisfaction Index: action plan along the full sales and aftersales cycle*
 - *development and deployment of new prospect engagement and loyalty models, through digital platform (BDC) and training on field*

Most relevant achievements

- 2020 commercial launch of Ypsilon Hybrid
- 2019 Lancia Ypsilon best market share of all times
- 2017 and 2016 Lancia Ypsilon ranked #1 in the Italian B segment

July 2014 – March 2016 FCA Central & Eastern Europe Head of Marketing, Budapest (Hungary)

- reporting to the Managing Director, in a cross cultural team; 12 direct reports
- Product, Communication and PR functions responsibility
- Budapest based, with frequent travelling across the Region (Czech Republic and Slovakia)

Most relevant achievements

- Passenger Cars sales and profitability grew up by 25%
- #2 years in a row (2014; 2015) Jeep record sales in Central and Eastern Europe
- web-based "Project X" 2nd best ranked at 2015 Effie Awards Czech Republic; 1st Car brand

January 2011 – July 2014 Product Manager FIAT Brand, Turin (Italy)

- Reporting to the FIAT Marketing Director
- FIAT 500L Product positioning and international launch; FIAT 500 brand extension

Most relevant achievements

- Fiat 500 became European Market leader in 2012
- Launch of 500 Gucci special series

July 2008 – January 2011 Marketing & Brand Communication Manager B2B Fleet, Turin (Italy)

- Reporting to the Europe B2B Fleet & Corporate Sales Department Marketing Director
- media planning and mix, digital marketing operations and incentive plans

Most relevant achievements

- new Fleet website: Best Business Innovation Award at 2010 Interactive Key Award
- software application eco:Drive Fleet, "Highly Commended" at 2011 Revolution Awards

November 2006 – July 2008 LEO BURNETT COMPANY, Milan (Italy) Senior Account for the clients: Diageo, Zaini spa, Binda Group, Pirelli, Telecom Italia; client communication budget management, new business development

May 2004 – October 2006 MAW Advertising, Turin (Italy)

Manager Account for the clients: COTY, L'Oréal, Lindt & Sprüngli, Martini & Rossi

2001 Université Catholique de Louvain, Louvain-la-Neuve, Belgium, ERASMUS Program

2003 Università degli Studi di Torino, Multimedia Communication Major, 105/110

1998 Liceo Scientifico, 50/60

Education

May 2013 BULATS test / Advanced

Others education

October 2006 TOEFL iBT

February 2004 Screenplay course "Scrivere (per) il cinema", AIACE

Languages

- English – fluent (C2 CEFR)
- Spanish - fluent
- French - proficient
- German - proficient

I am available to provide references

I authorize the use of my personal data according to the law (UE) 2016/679 ("GDPR")