

Laura Piva

Education

1995 - 2000

Università Cattolica del Sacro Cuore - Milano

Degree in Foreign Literature and Languages
Science of Information and Communications,
110/110 cum laude

Languages: English, German

Thesis Title: The Integrated Communication Launch in the Film Industry:

Case study : Star Wars, Episode 1- The Phantom Menace-

1999

UCLES Certificate - University of Cambridge International Examination

1990 – 1995

Istituto Magistrale C.T. Bellini - Novara

Corso sperimentale Linguistico
Languages: English, French, German
Final Graduation grade: 58/60

Summary

Over 20 years of experience within the Italian Communication, PR and media industry, working in an international context and covering a global role in the Headquarter.

Luxury, Corporate, Consumer goods, Lifestyle.

Strengths: Capability of working in a cross functional way and in matrix organization.

Creative while respecting brand heritage.

Natural attitude to socialize and communicate at all levels, top down and bottom up. Ability to build a connection with the audience, to create empathy with people. Diplomatic and tactful while very determined to achieve results.

Strong team builder.

Natural attitude and interest in elegance (in life and in communication).

Job experience

November 2017- today

TECHNOGYM SPA- Global PR & Communication Projects Director

Cesena, Italy
And Director of Wellness Foundation

(€ 670m) global leader in the design and manufacture of premium- luxury fitness equipment and wellness experiences.

Listed on the Italian stock exchange. Market Cap. 2.3 bn

Objective: bring a change in communication for B2C. Build a brand.

Achievement: Contributed to outstanding business results in 2020 in B2C business (+75%). Developed integrated communication plans leveraging all communication assets.

Responsibilities: Reporting to CEO, to develop integrated communication plans to ensure brand awareness and prestige positioning at global level.

Communication:

Pivotal role in facilitating holistic projects across functions (Digital Marketing, Social Media, Product Marketing, Retail and Sales) to seamlessly and successfully reach out to main target HNWI.

Ensure consistency of aspirational brand image in all communication tools.

Develop branded content (on and off line) with local publishers in all subsidiaries.

Public Relations:

Identify PR activities (including Influencer Marketing, Celebrities involvement, Events, Partnerships and Product Placements) to create the right storytelling to the right audience (young and adults HNWI) and orchestrate all communication through internal and external touchpoints.

Responsible for identifying and managing local PR agencies in 14 subsidiaries.

Develop and maintain strong relations with local key public and private stakeholders such as Universities, Municipalities, Regions, Designers (in Fashion and Design), to spread the Wellness philosophy.

Brand Image:

Deliver excellence in all contents and partnerships to position Technogym as the most desired and premium brand in Home Wellness.

January 2011 - 2017

EDIZIONI CONDÉ NAST

Communications and Events Director

Milano, Italy

Responsible for the communication (internal and external) and the events organization of Condé Nast Italia managing both Corporate Communication and the brand reputation.

Reporting to SVP Italy on the brand communication (Vanity Fair, Vogue, GQ, Glamour, Wired, AD, Traveller, L'Uomo Vogue, Myself, Vogue Sposa, Vogue Gioiello, Vogue Accessory, Vogue Bambini) and to the President on the corporate communication.

The media group is developing new brand line projects including TV placements and new series, plus digital content.

The communication activity focuses both on digital and traditional media.

Responsible for the Licensing and Rights Department with direct report to London.

Resources: 4 people

December 2008 – January 2011

THE WALT DISNEY COMPANY ITALIA

Communication Manager Disney Consumer Products

Milano, Italy

Reporting to the head of Communication of Disney Consumer Products in London and with a dotted line to the head of Disney Licensing Italy. Disney Consumer Products including: Home Entertainment, Licensing and Retail, Disney Stores.

New role created in the Company in conjunction with a new area in the Company DCP (Disney Consumer Products)

April 2007 – November 2008

DAMIANI Spa – Luxury and jewels

PR & VIP Communication Manager

Milano, Italy

Product communication of the four brands of the Group (Damiani, Salvini, Alfieri & St. John, Bliss).

Press office coordination, development of the strategy for definition of the VIP endorsement. Relationship with VIP and international celebrities.

Participation in the strategy of the media planning.

April 2004- 2007

EDELMAN S.R.L, PUBLIC RELATION AGENCY

Senior Account Manager

Milano, Italy

Coordination of three Junior Account Executive over 5 clients in various areas: **Food & Beverage, Youngsters, Entertainment and Technology, Fragrances and Home care.**

Press Office, events' organization, creation of strategic communication plans for the Consumer and Corporate division, reporting directly on the Deputy General Manager.

Support to the General Manager in the relations for the other international network.

Procter & Gamble

Home care: Dash Stainpen launch.

Create content around the innovative pen to remove stains including collaboration with celebrities.

Identification and pitching of stories to make ti newsable.

PUMA fragrance launch with influencers.

Diageo Italia S.p.A. Global leader in the beverage industry.

Press office for: Baileys, Tanqueray Number TEN, Classic Malts.

Organisation of press conferences (consumer-lifestyle and trade), press trips, and events targeted to VIP and socialites.

Giochi Preziosi S.p.A. Italian leader in the Toys division.

Corporate Communication to daily and financial newspapers, and coordination of the General Manager's interviews. Creation of communication plans for the new products and communication for all brands Giochi Preziosi, GIG and Auguri Preziosi and licensees. In particular, launch of the iconic game Tamagotchi dedicated to teenagers, launch of the new line of Bratz and all objects licenced. Events' organization for Youngsters and lifestyle press.

BenQ, Korean Multinational for the mobile telecommunication, tv screened and LCD.

Research "new pitch angles" for the lifestyle press. In particular, the new launch of a screen, shaped like a bag, during a Roberto Cavalli show in the runway. Corporate Communication to daily and financial newspapers, and coordination of the General Manager's interviews.

Take2 Interactive, Multinational videogames publisher for the Xbox and Playstation platform. Launch of new videogame to the consumer press via the organization of press tour in the group London offices

January 2003- April 2004

Say What? S.r.l, public relation agency

Account Executive Media Relation

Milano, Italy

Press Office, Events organization, creation of marketing plans and events.

Coca-Cola Italia:

Press office for the trade and consumer division

Communication of cross promotion events: Sprite Pirate Music Attack concerts, and Coca-ColaLive@MTV on national and local media.

Wedgwood, Rosenthal Italia:

Press office: special focus on Design

Events organizer, Design tradeshow, Product placement and partnership coordination.

The Walt Disney Co. Italia:

Bologna International Book Fair Press Office.

Disney Publishing press office

September 2000 –2003

THE WALT DISNEY CO. ITALIA SPA

PR and Press Office Disney Publishing

Press Release, Press monitoring, events organisation support, PR Agency coordination.

Foreign Languages Excellent English
Good French
Working knowledge of German
Basic knowledge Spanish

