

# MATTEO GRIGATTI

## Marketing Lover & Communication Addicted

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### EXPERIENCE

#### Marketing Manager

Genedata AG    Jul 2019 -    Switzerland    genedata.com

Leading the marketing team - planning, organizing, and managing all marketing functions in close collaboration with sales, and R&D departments, and coordinating the generation of marketing collaterals and international events and conferences. Developing and coordinating internal communication plans and employee engagement initiatives.

#### Marketing Communication Team Leader

Chemspeed Technologies AG    November 2018 - March 2019    Switzerland    chemspeed.com

Led the Marcom team across all worldwide distributors, defining and implementing the marketing communication strategy, coordinating the implementation of media and marcom resources, brand strategies, and driving go-to-market strategies.

#### Marketing Communication Manager / Media & Digital Marketing Manager

Hamilton Bonaduz AG    April 2013 - October 2018    Switzerland    hamiltoncompany.com

Enhanced the brand through creation and execution of communication strategies to improve customer experience and generate leads, with a focus on inbound and digital marketing, market studies, business plan development and analysis.

#### Communication Manager

Malta Institute of Management    January 2012 - January 2013    Malta    maltamanagement.com

Led the products promotion through e-mail marketing, content marketing, and the website/landing pages, enhancing brand image through social media - International events management (including planning, budgeting, and sponsorships).

#### Web Site Manager & Press Officer

Pallacanestro Biella S.p.A.    January 2009 - March 2013    Italy    pallacanestrobiella.it

Launch, development and management of the new website and of all social media channels, publishing daily news, reports, interviews, highlights, etc. - Writing and distributing press releases, as main point of contact for the media for the junior teams.

#### Journalist

Il Biellese & Radio City    January 2006 - December 2012    Italy    ilbiellese.it & radio-city.it

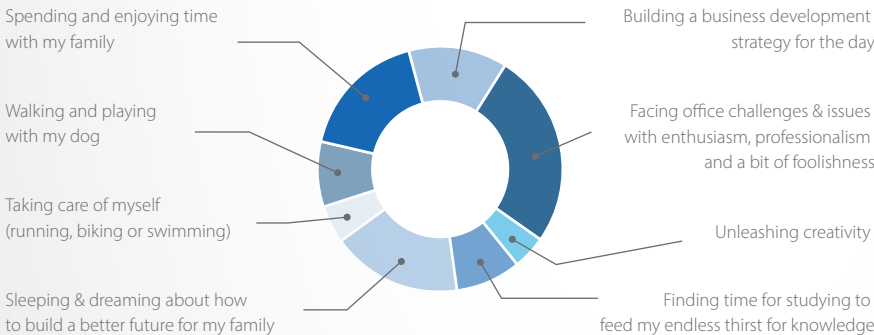
Acted as Editor-In-Chief and delivered live commentary of basketball: the main Italian championship and the local team in Italy and Europe (Germany, France, Czech Rep. and Latvia). Special Correspondent for the European Parliament in Brussels.

#### Sales Manager & Vocational Trainer

Domovip Europa Srl    April 2008 - April 2011    Italy    domovip-europa.it

Italian sales manager of top-quality products, such as beds, mattress and components, and magnetic therapy machines. Vocational Trainer of new sale force members and also responsible for refresher courses.

### A DAY IN MY LIFE



### HOBBIES & INTERESTS



### LIFE PHILOSOPHY

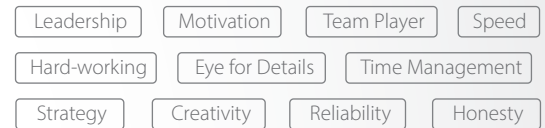
*"Ever tried. Ever failed. No matter. Try again. Fail again. Fail better."*

(Samuel Beckett)

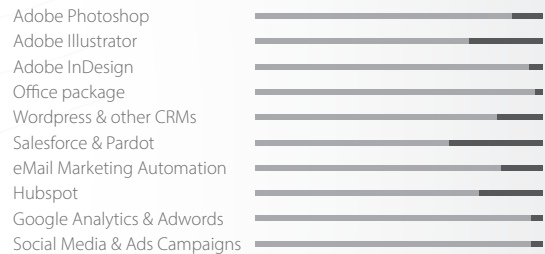
### MOST PROUD OF

- My Family, because they are my biggest source of happiness and motivation
- Courage I had to leave job, family and friends, and try to create a better future starting from scratch
- My Spirit - I'm always positive and confident
- The Persistence in looking always for new challenges and opportunity

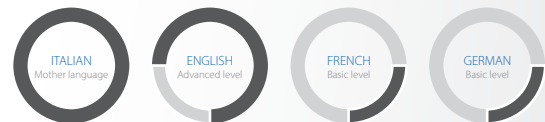
### STRENGTHS



### SKILLS



### LANGUAGES



### EDUCATION

Master in Digital Business Strategy  
 MIT Sloan School of Management  
 February 2019 - September 2019    on-line (Cambridge)    mitsloan.mit.edu

Master of Business Administration (MBA)  
 Roehampton University of London  
 April 2014 - June 2018    on-line (London)    roehampton.ac.uk

Master in e-Commerce, Social Media & Digital Marketing  
 Digital Coach  
 March 2013 - March 2014    on-line (Milan)    digital-coach.it