

# MATTEO GRIGATTI

## Marketing Lover & Communication Addicted

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## EXPERIENCE

Lead Marketing Manager (Jan 2021 - now) / Marketing Manager (Jul 2019-Dec 2020)

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.

Media & Digital Marketing Manager (Oct 2015 - Oct 2018) / MarCom Manager (Apr 2013 - Sep 2015)

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

malta-management.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 sales force members and also responsible for refresher courses.

## A DAY IN MY LIFE

Spending and enjoying time with my family

Walking and playing with my dog

Taking care of myself (running, biking or swimming)

Sleeping & dreaming about how to build a better future for my family

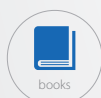
Building a business development strategy for the day

Facing office challenges & issues with enthusiasm, professionalism and a bit of foolishness

Unleashing creativity

Finding time for studying to feed my endless thirst for knowledge

## 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

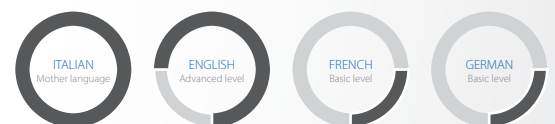
## STRENGTHS

- Leadership
- Motivation
- Team Player
- Speed
- Hard-working
- Eye for Details
- Time Management
- Strategy
- Creativity
- Reliability
- Honesty

## SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Office package
- Wordpress & other CRMs
- Salesforce & Pardot
- eMail Marketing Automation
- Hubspot
- Google Analytics & Adwords
- Social Media & Ads Campaigns

## 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