

MATTEO GRIGATTI

Marketing Lover & Communication Addicted

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EXPERIENCE

Head of Customer Engagement, Marketing

Genedata AG Oct 2024 - Switzerland genedata.com

Leading a team focused on engaging customers through events, conferences, and webinars - working closely with business units and corporate teams to keep all stakeholders informed and aligned.

Defining the overall strategy, yearly plan, and budget for all events and related activities, aligning priorities with business goals, KPIs, and available resources.

Overseeing and coordinating user group meetings and webinars, ensuring smooth delivery and strong value for both customers and the visibility of our brand and products.

Identifying and leading digital projects to enhance the customer experience, such as implementing dedicated event apps.

Providing to our sales team with enablement platforms to efficiently engage with prospects and customers, tracking and analyzing metrics to optimize performance.

Managing our eLearning platform to onboard new customers and keep existing ones updated on new features and releases.

Driving internal communication through newsletters and dedicated employee engagement initiatives.

Lead Marketing Manager

Genedata AG Jan 2021 - Sep 2024 Switzerland genedata.com

Responsible for the quality of all deliverables of the marketing team.

Work within a multi-functional team (product management, business development, ...) as well as with external customers, to translate the product features and values into marketing collateral, to generate awareness and attract new prospects.

Define, manage, and monitor KPIs. Measure and analyze the competitive positioning of the product.

Define and implement communication strategies, content creation to improve brand and product visibility.

Launch and coordinate the eLearning project.

Driving internal communication through newsletters and dedicated employee engagement initiatives.

Marketing Manager

Genedata AG Jul 2019 - Dec 2020 Switzerland genedata.com

Defining and implementing the inbound marketing communication strategy.

Oversee and lead the marketing communication team - coordinate the implementation of media and resources, brand communications strategies and plans at an international level.

Driving the go-to-market strategy; defining, following and reporting KPI.

Marketing Communication Team Leader

Chemspeed Technologies AG Nov 2018 - Mar 2019 Switzerland chemspeed.com

Lead the marketing team within the marketing department and across all distributors.

Defining and implementing the marketing strategy for different products and different markets.

Coordinate the yearly international conference plan.

Establishing and managing the department budget.

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

Hamilton Bonaduz AG Apr 2013 - Oct 2018 Switzerland hamiltoncompany.com

Enhanced the brand of the company through the creation and execution of communication plans with two main goals: improve customer experience and generate leads.

Main tasks: inbound marketing, content marketing, digital marketing, email campaigns, market studies, business plan development and analysis, online advertising campaigns, and websites management.

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

TECHNICAL SKILLS

PowerPoint	
Excel	
Salesforce & Pardot	
Zuant Sales Enablement Tool	
Apps Building Tools	
eMail Marketing Tools	
Adobe Photoshop	
Adobe Illustrator	
Adobe InDesign	
Adobe Xd	
Adobe Premiere	
Camtasia	
Wordpress and CMSs	
Hubspot	
Social Media Campaigns	
Promotional Campaigns	
Google Analytics & Ads	

LANGUAGES



EXPERIENCE

Communication Manager

Malta Institute of Management

Jan 2012 - Jan 2013

Malta

maltamanagement.com

Led the company promotion through e-mail marketing, content marketing, and the website/landing pages. International events management (budgeting, arranging for speakers, identifying target audience, sponsorships, etc.).

Enhanced brand image through social media (launched Twitter, LinkedIn, and Youtube accounts) with more than 100 videos online, 5'000 new professional contacts, and +25% of new visitors to the website in one year.

Web Site Manager & Press Officer

Pallacanestro Biella S.p.A.

Jan 2009 - Mar 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

Radio City

Jan 2008 - Dec 2012

Italy

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.

Journalist

Il Biellese - Local Newspaper

Jan 2006 - Dec 2012

Italy

ilbiellese.it

Acted as Editor-In-Chief of basketball: the main Italian championship and the local team in Italy and Europe (Germany, France, Czech Rep. and Latvia).

Graphic designer (worked also as part of the team who launched the new design in 2009).

Special Correspondent for the European Parliament in Brussels.

Sales Manager & Vocational Trainer

Domovip Europa Srl

Apr 2008 - Apr 2011

Italy

domovip-europa.it

Italian sales manager of 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

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

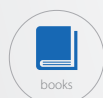
Building a business development strategy for the day

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



EDUCATION

Master in Digital Business Strategy

MIT Sloan School of Management

Feb 2019 - Sep 2019

on-line (Cambridge)

mitsloan.mit.edu

Master of Business Administration (MBA)

Roehampton University of London

Apr 2014 - Jun 2018

on-line (London)

roehampton.ac.uk

Master in e-Commerce, Social Media & Digital Marketing Digital Coach

Mar 2013 - Mar 2014

on-line (Milan)

digital-coach.it

MSc Science of Communication

Università degli Studi del Piemonte Orientale

Oct 2003 - Mar 2008

Italy

unipo.it

CERTIFICATIONS

Managing People and Teams

London School of Economics

Aug 2024 - Nov 2024

on-line (London)

lse.ac.uk

DIGITAL PROJECTS

[Blog] Empowerpoint

empowerpoint.click

Launched a platform in 2023 to share PowerPoint tips and step-by-step guides, while experimenting with the latest WordPress and AI features and technologies. The website receives thousands of organic visits each month.

[Blog] TNine

tnine.click

Launched this blog in 2023 inspired by T9 predictive text, to experiment with and stay up-to-date on all emerging AI technologies across blogs and social media platforms — and to track organic growth and engagement over time.

[Blog] Science 4 Life

science4life.it

Co-founded a blog in 2018 to explore innovations in biology and medicine, with a focus on the future of diagnostics. Published weekly articles in both English and Italian languages to stay up-to-date on emerging technologies. Closed the project in 2023 due to time constraints.

[Website] Eremme Recruitment

eremmerecruitment.com

Independently created and launched a platform in 2012 to help job seekers find opportunities in Malta, as part of my role as Communication Manager at the Malta Institute of Management.