



CURRICULUM VITAE

Cristiano Lorenzonetto

what I am

I'm a Marketing manager with **20 years of experience**. My career led me to deepen the Marketing & Communication function within structured and constantly evolving multinational organizations.

I design and apply **product and corporate marketing** strategies, with **leadership roles** in coordinating international communication, as well as in **managing diverse teams** and resources effectively.

Currently, I'm the **Head of Marketing & Communication** for a leading company in the automation industry, where I drive impactful strategies that align with the company's growth and innovation objectives.

who I am

43 yo, a great wife and 2 beloved children.

My academic background and professional experience have instilled in me a strong **adaptability** and **flexibility**.

I possess a **proactive** mindset, excellent **organizational** skills, and a disciplined approach to work. These qualities shine both professionally, in my ability to **communicate effectively**, **coordinate teams**, and **foster collaboration**, and personally, in my capacity to build meaningful and productive **relationships**.

I have strong written and verbal **communication skills**, with a proven track record in developing marketing and communication **strategies**. Additionally, I am experienced in delivering impactful **presentations** to customers and stakeholders, showcasing my confidence and ability to engage **diverse audiences**.

Born on June 30, 1981

Residence Monastier di Treviso
via del Donatore, 22

Mob: +39.342.744.32.89

e-mail: lorenzonetto@gmail.com

Web: www.lorenzonetto.com

LinkedIn: [b6889733](https://www.linkedin.com/in/b6889733)



CAME SpA
Automation Industry

2024
Head of Group
Marketing & Communication



2022
Product Marketing Comm
and Trade Marketing Manager



2018
Product Marketing
and Communication Manager

HEAD OF GROUP MARKETING & COMMUNICATION

In charge for the management of marketing and communication activity related to all the group's product divisions, developing roadmaps and strategies together with Product Managers, Strategic Marketing, and R&D dpt. Responsible for the definition of budget and development of communication strategies at HQ level, as well as their adoption by foreign branches. In charge for Trade Marketing activities both for Group's branches and for worldwide distributors, as well as for international trade fairs. Leading the teams of [Product Mktg](#), [Digital Mktg](#), [Corporate Comm](#), [Trade Mktg](#).

Main tasks:

- > Definition of opportunities related to benchmark and market analysis
- > Involved in the Product Development Process to analyse key features and benefits.
- > Development of the Product Master Brief, including strategic and operational guidelines.
- > Development of marketing strategy, launch plan, benchmark, marketing communication assets and tools.
- > Management of the group's websites, social media channels and digital campaigns.
- > Development of marketing activities for the global trade network
- > Management of the Marketing & Communication budget.

MASIERO

Masiero Group
Lighting Industry

2011
Marketing & Communication
Manager

MARKETING & COMMUNICATION MANAGER

In charge for the entire Marketing and Communication function both from a [strategic](#) and [operational](#) point of view, with a strong focus on design, fashion and high-end materials for the luxury target.

Main tasks:

- > Global marketing strategy, product range and benchmark analyses.
- > Corporate and product communication.
- > Global budget definition.
- > Go to market strategy and launch plan execution.
- > Management of relationship with designers and architects.
- > Management of relationship with external agencies and press office.
- > Media Plan management.
- > Management of international fairs, events and incentive campaigns.
- > Organization of technical presentations to sales force and end-users.



TEXA SpA
Automotive Industry

2008
International Communication
Manager



2007
New Products Launch
Manager



2005
Marketing Communication
Specialist

INTERNATIONAL COMMUNICATION MANAGER

In charge for the planning and management of [international communication](#). Developing the strategy for [product launches](#), in charge for contents and marketing tools for all the different countries covered by branches.

Main tasks:

- > Communication strategy of foreign branches and importers.
- > Managing new products launch with foreign branches.
- > Technical presentations to the sales force of foreign branches and importers.
- > Seminars and technical presentations to foreign customers.
- > Planning and development of advertising campaigns.
- > Organization of launch campaigns with Italian distributors.
- > Organization of international trade fairs.
- > Validation of projects' adaptability and development of dedicated projects for foreign markets.
- > Development of commercial documentation and ppt presentations.
- > Writing of contents from commercial tools and press releases.
- > Sponsorship plans management.



learning

MASTER

Marketing and Communication
24Ore Business School

DEGREE

Marketing and Business Management
University of Venice - Ca 'Foscari.

HIGH SCHOOL

Scientific High School
Brandolini-Rota Institute in Oderzo (TV)



Languages

ITALIAN

mother tongue

ENGLISH

excellent written and spoken

GERMAN

good written and spoken

Full immersion language courses
in England and Germany with certification.



Software

Advanced knowledge of the Office package:
Word, Excel, Power Point, Publisher

Mastery of photo editing software:
Photoshop and similar

Basic knowledge of layout software:
Indesign and similar

*I hereby consent to the processing of my personal data
in accordance with D.Lgs. 196/2003 and with D.Lgs. 101/2018*