

Profile

Summary

Nicole Poggi

Global brand strategist – international food&wine business specialist

Branding is an exciting colourful world. It is a thoughtful experience tied to a consistent look and feel.

I love to help companies create, build, revamp, express and better sell their dreams, giving consumers a reason to buy beyond price and competitors.

My greatest passion is to make brands more valuable, distinctive, profitable and completely consistent with the identity, culture and positioning that they represent.

I enjoy proactively building growth strategies that boost business and sale performance together with raising brand awareness to worldwide markets, making sure companies are utterly competitive with their brands.

My method joins a pragmatic and analytic approach on the brand and international markets with a creative and project direction to create the most tailored strategy to develop the business.

Research in global markets to understand what gets brands and customers excited, translating this knowledge into visual and emotional sales pitches, rebranding to set you apart from the competition, international business development to enlarge the distribution, management and training of teams to push hard the sales and global market promotion turning everyone excited about you are the ingredients of my recipe.

I believe that innovation is an expression of passion and motivation. This must be shared.

Let's fill in the gap between your brand and market!

Expertise

- Branding: Brand management, development, Strategy and Positioning
- Creative direction and project management (identity, brand visual & look, messaging and tone of voice, guidelines, print, web & social media, photos & videos, style & attitude, events, PR, promotion)
- Sale management & business strategy (B2B and B2C)
- Internationalization, scouting, business development
- Global markets penetration and promotion
- Market insight and constant research to penetrate a new market/segment, introduce the brand/product and boost brand awareness, trend analyst
- Product management & product development, sourcing
- Negotiation, motivation
- Cross-cultural and multi-cultural marketing and sale
- Team-building, team-work and team coordination
- Training, tutoring with both internal and external sale teams, public speaking
- Strong networking and relationship building
- Strong knowledge of the wine and food industry, food and culinary skills/techniques, food stylist and storyteller
- Strong experience with chefs and restaurants
- Creation of a worldwide roadshow with 2-Michelin-starred chef in more than 15 countries

Contributions

- MIEX MBA Master, Lesson on Food & Wine Branding
- Master in Business, Lorenzo de' Medici, Lesson on Wine and International business
- Wine2wine – Vinality – Storytelling strategies for wine companies
- Nomacorc – Brand and export tricks in the wine industry

Career history

March 2020

Founder & CEO

Route 'n Roots, Cesena (ITA) – wine & brand management consulting

From identity to global markets.

We give value to your brand: for those who live it, buy it, choose it. A multidisciplinary – vertical – international team that crafts the strategies, design the tools and create a transformational path that build a powerful brand, make it perform efficiently, and stand out on the global stage.

May 2015

Branding + Sales + Business development Consultant

Let's give a new value and life to your brand!

Enthusiastic about tasty branding, edible sales & delicious management

My ultimate and overall goal is to help companies to:

- make it easy for the customer to buy
- for the sale force to sell by expanding depletions while protecting margins
- build your brand reputation and value

Jan 2011 –
April 2015

Branding & Export Sales Manager

Poderi dal Nespoli (MGM Mondo del Vino Group), London (UK) – wine industry

Responsible for the development and implementation of Poderi dal Nespoli's international branding and sales. With my great love of wine, food, design and research, my goal is to raise brand awareness and develop new business worldwide. I focus on training, team building and motivation. Cherry on top, a constant trade experience, especially in the UK, Canada, Germany and USA, which mixed together with a B2B activity to manage importers/agents and look for new partners worldwide strengthens my market knowledge.

Responsibilities:

- Brand strategy and management, implementation and team coordination (identity, visual, look and feel, website & social media, e-commerce, newsletters, SEO, Adwords, Google Analytics, Digital PR, promotion & events, ADV, gadgets)
- Definition and supervision of the corporate/brand image, value and reputation
- Creative director and project management of graphic team, photographer and video makers, stylists, copy, web teams and PR/Journalists.
- Create marketing and communication plan to manage and create contents, timing, investments and create opportunities
- Manage and develop sales in all international markets (especially UK Country Manager with Bibendum Wine Ltd where I have been living for 2 years and all over Canada with at least 5 trips a year)
- Create strong relationship with wholesalers/agents (buyers, regional on-trade Directors and their teams, Marketing Directors and their teams, MDs) and relevant accounts/influential people in the on-trade and retails

Jun 2010 –
Dec 2010

- Business Development and internationalization
- Brand Ambassador, education, training, coaching to corporate meetings, trade, fairs, events

Sales Manager & Business Development

Condé, Forlì (Italy) – wine industry

Business start-up development: analysis and increase of the client portfolio, research and selection of the distributors abroad. Supervision of the account and logistic area. Brand positioning, marketing and communication to develop the domestic and foreign markets. Organization of events, fairs, openings and promotional activities.

Responsibilities:

- Business start-up management
- Organize and manage marketing plan and activities
- BD in the Italian market and focus on the Canadian and European markets in the on-trade
- Successful introduction in the domestic market with a creation of a sale network of 5 people
- Organization and management of the account and logistic dept. from scratch
- Successful retail organization and consequent opening of 2 flagship stores (Bologna Galleria Cavour and in the winery area)
- Managed brand development (brochure, web site, social campaign, videos, photos, launch and promotions)
- Creation of successful emotional activities in the winery (cinema in the vineyard, harvest feast with 400 guests coming, food&wine events with in-site restaurant)

Oct 2009 –
Jun 2009

Export Area Manager & International Trainer

Maya Beauty Engineering, Bologna (Italy) – beauty & medical industry

Management of the sales and distribution network in North and South America, North and East Europe. Business development for focus markets, settlement and management of the commercial agreements, including the relative contracts and distribution strategy, both in terms qualitative and quantitative. International marketing. Technical – commercial training for distributor network. Presale, promotion and scouting in events/fairs or missions abroad.

Responsibilities:

- Sales management, BD, scouting, international contracts with wholesales/importers
- International marketing and PR
- B2B technical and commercial training & tutoring for worldwide sale distribution network and international B2C training, sale and presale
- Considerable increase in the market shares in my areas, general +40% in sales and strong positioning in the domestic market as well, 35% market shares since its introduction in 6 months
- Successful market entry in the Scandinavian, Polish and Ukrainian markets with a whole management process from the business development and research of a partner to the delivery of goods and consequent brand launch
- Management and delivery of the whole TTL marketing tools in international markets (brochures, web site, promotional campaign, leaflets, tv and radio)

adv, mass launch in trade fairs and seminars, journalists and press strong network). When it came to a big audiences, it was me that had to keep the stage and get people involved

- Successful training sessions and mentoring for the whole distribution network and new trainers, with a better and more confident team and better sale results
- I was promoted as the BDM trainer for hot and crucial prospects in order to close contracts and define partnership

Jan 2009 –
Oct 2009

Junior Export Manager

Dino Zoli & C., Forlì (Italy) – textile industry

Temporary Management Project aimed at studying and analyzing the trends of the Northern Eu markets (Scandinavia, Germany, Benelux, France), Greece, Emirates and specific market segments (mainly the high-end market) with the purpose of increasing the profitability. Direct contact, sale and managing of clients/prospects and agents. Organization of the internal communication, support and promotional activities, international marketing.

Software Skills

Microsoft OS, Apple OSX, Office (Word, Excel, Power Point, Publisher, Outlook), Adobe Reader, Internet Explorer, Google Chrome, Firefox, Wordpress - social media management (Twitter, Facebook, Instagram, Pinterest), Lightroom.

Courses

- **Leadership & Change Management**, 2020, Il Sole 24 Ore
- **Digital & Social Strategy**, 2014 Noetica, Bologna
- **Strategy and Digital Communication Plan**, 2014 Noetica, Bologna
- **Digital PR**, 2013 Noetica, Bologna
- **Naming**, 2013 Synesia & Bugnion, Milan

Education

MIEX Master in International Executives and Management (*Nancy, Bologna, Moscow*) 2007 - 2009

Two-year Master aimed at managing business internationalization processes, with a specific focus on business management, business development, brand positioning and marketing, business plans and market research.

Held by ICN Business School – Grande Ecole de Commerce et Management - Nancy (France), Università di Bologna, Facoltà di Economia – Bologna (Italy), MGIMO - Moscow State Institute of International Relations (Russia)

Degree in Translation and Interpretation Studies - cum laude (*Brussels, Forlì*) 2004 - 2007

Haute Ecole de Bruxelles – ISTI Institut Supérieur pour Traducteurs et Interprètes (Brussels - Belgium), SSLMIT – Scuola Superiore di Lingue Moderne per Interpreti e Traduttori (Forlì, Italy)

Languages

Italian – native, English – fluent, French – fluent, Spanish – basic