



Gabriele Taviani

SENIOR E-COMMERCE MARKETING

Profile

I have over 20 years of experience in **Digital Marketing** in Italy, UK and Brazil. I created Advertising TradingDesk, Behavioral Tracking and Retargeting platforms for e-commerce.

In recent years I have been E-commerce Director in **Emozione3** (SmartBox Group) and Digital Officer in **Bottega Verde**. I am Author of «**Retargeting Management**», **Hoeppli 2017** and Principal Teacher of the **Netcomm Academy MasterClass** «Digital Marketing for E-commerce and New Retail».

In 2021 I work to finish another Book: «**E-Commerce Marketing Data Driven**». I am a speaker in several **Netcomm webinars** on the topics of E-Commerce Budget, E-Commerce ROI Optimization and Attribution Models for Media Investment ROAS.

The best way to understand my skills and knowledge is to download and read the ebook: <https://cutt.ly/gnsG9BU>

Employment History

CEO - Startup Founder, SLYMETRIX SRL, Rome (IT)

JANUARY 2020 – PRESENT

Startup dedicated to production and distribution of the **E-Commerce Business Analytics** SaaS Tool. Designed by bringing together the experiences and knowledge of E-Commerce Marketing acquired in over 10 years. Company Administration, Fundraising & Investor Relation (private and venture investors), SaaS International Marketing, Customer Acquisition and Setup Coordination.

Consultant, Brokerad Ltd, London (UK)

JANUARY 2019 – DECEMBER 2019

Brokerad is an innovative consulting company specializing in Digital Distribution. Over the last few years, it has focused on the study and design of Digital Marketing Data Oriented solutions for E-Commerce companies. I work in penetrating the Italian market with an offer of Training and Management Consultancy for E-Commerce and Retail Companies.

Digital Officer (eCommerce Project Manager), BottegaVerde Srl, Biella (IT)

SEPTEMBER 2017 – DECEMBER 2018

Bottega Verde, a well-known Italian and international cosmetics brand with a network of over 400 physical stores, Italian and international e-commerce, and a mobile app. Redefining digital strategies by structuring a digital office that, through e-commerce and mobile apps, leads the company towards digitalization in relation to the market as well as acquiring new Italian and foreign markets.

Writer and Teacher, Freelancer, Milan (IT)

FEBRUARY 2017 – AUGUST 2017

- Writer of the book "**RETARGETING**" for the Italian publishing house HOEPLI. Belonging to the range of professional texts for digital marketing, available in bookstores from 14 July 2017.
- Lecturer for the master's "**DIGITAL & E-COMMERCE MARKETING**" organized by NETCOMM Italy for autumn 2017 and again in 2018. Moderator in workshops at the Netcomm Forum.

E-Commerce Director, WishDays Srl (Smartbox Group), Verona/Milano (IT)

JUNE 2014 – FEBRUARY 2017

Wishdays, the company that owns the well-known brand of "travel boxes" **EMOZIONE3**, was acquired in 2016 by the SmartBox group. In about 2 years I have administered over €500,000 on average online per year. I developed a multi-channel

Details

Milano

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NATIONALITY

Italian

DATE / PLACE OF BIRTH

11/12/1988

Italy

Languages

Italian

English

Portuguese

Skills

Team Coordination & Direction

E-Commerce Budget & Forecast

Marketing Automation Strategy

Data Driven Analytics

Meta (Facebook) Business Manager

Google Analytics 4

Google Tag Manager (Server-Side)

Google Cloud (Big Query)

Trello/Asana Project Management

SalesManago (CDXP)

Google Ads + Merchant Center

Adroll/Pinterest/Programmatic

Mobile App Marketing

Product Feeds Management

yield analysis model beyond last-click concepts. I bet on mobile advertising and Facebook Retargeting, bringing e-commerce to an increase of over 400% in 1.5 years. Created a team of 5 people from scratch.

(BRAZIL + UNITED KINGDOM)

2012 – 2014

CEO - Startup Co-Founder, Paypersocial Ltd, London (UK)

MARCH 2012 – JUNE 2014

Paypersocial is an innovative startup for Social Affiliation Networking. Idealization and design of the online platform. General coordination of the Production Team (initially selected in Brazil and subsequently migrated to Moldova); Creation and consolidation of commercial distribution strategies with the identification of customers/advertisers of the types Partners, Agencies, and Brand Companies in the US, Italian, UK, and Brazilian markets;

(BRAZIL)

2007 – 2012

Country Manager Brazil, Effiliation SA, Sao Paulo (BR)

MARCH 2011 – MARCH 2012

Opening in Brazil (Sao Paulo) of the South American branch for the French international group Effiliation. Company start-up: international joint venture contracts, business plans, budget planning, company opening, bureaucratic processes for start-up, and location of technologies; Marketing management: development of strategic plans for market penetration, and strategic partnerships; Recruitment: design of the Brazilian organization chart, research, and selection of specialized personnel: in August 2011 Effiliation Brazil had 6 officers; Sales management: search for key customers and strategic partners for start-ups. In the first 6 months sealed business relationships with key players in the Brazilian Internet market, including Buscape, Mercatolivre, etc.

Director - Co-Founder, Slytrade Ltda, Sao Paulo (BR)

SEPTEMBER 2009 – MARCH 2011

Creation of an online affiliate network in Brazil based on the model of TradeDoubler and Zanox. Coordination and application development with in-house online platform localization; Affiliation of over 25,000 Brazilian Publishers; Negotiation with over 30 Brazilian customers for around 150 published campaigns; International partnerships; Participation in events related to Online Performance Marketing.

Mobile Project Marketing, Banderantes SA (TV Band), Sao Paulo (BR)

AUGUST 2008 – SEPTEMBER 2009

Localisation in Brazil of mobile payment platforms for mobile payment with credit cards for mobile phone credit recharging adopted by the company OneMedia Spa in Italy. Analysis of the Italian platform and porting design in Brazil; Coordination of the Brazilian installation and localisation in linguistic terms and configuration with mobile operators in Brazil; Coordination of the relationship with credit card operators for integration of online payment models via mobile via Wap and SMS; Coordination of relations with Brazilian mobile operators for integration into the mobile phone charging system via Wap and SMS; Structuring of the activity management organization, fraud control and customer relationship (HelpDesk); Planning and management of mobile and web campaigns for mobile payment services; Management of relational and technological intermediation between Italian and Brazilian companies.

Country Manager Brazil, Brasileiro Ltda, Sao Paulo (BR)

JANUARY 2007 – AUGUST 2008

Coordination of e-commerce selling air tickets in Europe on behalf of the Brazilian charter airline BRA.

(ITALY + ROMANIA)

Hobbies

Sky/MonoSky, Sail, Tennis, MotoBike, MontaigneBike, Travel, Adventure

Links

[Blog](#)

[Linkedin](#)

[Facebook](#)

1991 – 2006

E-Commerce Manager, Olitalia Srl, Forlì (IT)

JANUARY 2006 – DECEMBER 2006

Coordination of all online e-commerce sales processes (pre and post-selling).
International Web Marketing (SEO, SEM).

Marketing Manager, Studio Pleiadi Srl, Cesena (IT)

JANUARY 2003 – DECEMBER 2005

Web Agency belonging to the Technogym group. Coordination of marketing activities in the design and packaging of web services. Management of direct commercial activities on medium/large Italian and PA customers.

Director - Co-founder, Ri.Bu Srl, Cluj Napoca (RO)

FEBRUARY 1999 – DECEMBER 2002

Start-up and activity management of Software House (website) and Contact Centre.

Sales Manager Italy, Autoadesivi Srl, Modena (IT)

JANUARY 1998 – DECEMBER 1998

Commercial distribution in the Italian market through fairs and direct B2B contacts.

Sales Manager Italy, Data Consult Srl, Modena (IT)

JANUARY 1994 – DECEMBER 1997

Italian organization and distribution of electronic document archiving services.

Trade Agent, DeAgostini Spa, Rome (IT)

JANUARY 1991 – DECEMBER 1993

Mandate of single-agent agency for 2 Italian provinces.

Education

Continuing Education

2004 – 2022

Continuous self-taught training in business administration and online marketing

Director, E-Commerce Growth Academy, eLearning

FEBRUARY 2021 – APRIL 2021

E-Commerce Budget & E-commerce Campaign Management Specialization

Expert, E-Commerce Growth Academy, eLearning

MARCH 2020 – JULY 2020

Advanced Masterclass in Digital Marketing Data-Driven for E-Commerce

Trainer, Netcomm Academy, Milan (IT)

OCTOBER 2019 – NOVEMBER 2019

Data-Driven Digital Marketing Masterclass Coordination and Teaching

Expert, Facebook, London (UK)

MARCH 2019 – DECEMBER 2019

Trainer, Netcomm Academy, Milan (IT)

OCTOBER 2018 – NOVEMBER 2018

Data-Driven Digital Marketing Masterclass Coordination and Teaching

Data Driven Marketing, Master, Online

SEPTEMBER 2011 – JULY 2013

Web & Digital Marketing, Master

SEPTEMBER 2006 – MARCH 2011

ITIS & Commercial Institute, Cesena (IT)

1983 – 1989

Linkedin References

Roberto Liscia, Presidente di Netcomm

2019

Gabriele is certainly a great expert in digital marketing and one of the most expert in the field of retargeting. It is certainly an important contributor to our Netcomm Masters in Digital Marketing. His high specialization is much appreciated by students who have repeatedly emphasized the qualities of teacher

Mario Bagliani, Senior Partner at Netcomm Services

2019

Gabriele is one of the best professional in digital. Great experience, strategic vision, hands on tech and team. I hope in future projects together

Marco Tosi, Founder & General Manager at 42 srl

2019

Gabriele is the greatest expert in digital marketing aimed at e-commerce that I know. Unconventional profile, with very specific and innovative ideas on how to optimize traffic acquisition to get more sales. Super passionate, a true geek of digital marketing.

Edoardo Salvucci, Global Strategy & Operations Lead at Meta

2019

Great professional and expert in the digital field. Gabriele has always demonstrated passion and enthusiasm in challenging traditional business models and media mix by proposing innovative solutions for the retail client we have been working on. At the same time, Gabriele has been always conscious about measuring results correctly and valuing the importance of the use of alternative attribution models when investing in digital. At Facebook, we appreciate when a client is hungry to adopt new solutions by giving importance to measurement as well. Thanks Gabriele for the amazing impact you have had while working with us!

Eric Nies, Advisor to Expansion-Minded ISVs Growing in the D365 & Acumatica Channels in the USA & EU

2006

I have worked with and know Gabriele for a number of years. He is reliable and focused on quality delivery. Great relationships with in a serious approach.

Andrea Dusi, Co-founder and Board Member at Treccani Futura

2016

Gabriele is an outstanding professional with a strong know how on all online and mobile marketing activities. He is very proactive, full of energy. Very emphatic and willing to give his best in every activity he performs. He has been giving a great support for the online activities on my company enabling us to achieve great results in a limited period of time. I strongly recommend him.

Sebastiano Destri, E-Commerce Director Smartbox

2017

I have worked with Gabriele after the acquisition of Emozione3 by the Smartbox Group. Gabriele was in charge of the digital marketing strategy of Emozione3. Gabriele is a talented digital marketer, with an in-depth knowledge of the new trends, at a global level. He is up-to-date with the latest mobile and payment innovations coming from Asia and is first in line to apply them in Europe. His knowledge of digital marketing is unparalleled and his is a 360 degrees approach. Gabriele is very good at thinking outside the box and in finding digital niches where to thrive. I highly recommend Gabriele, he is a truly talented digital professional and any company would benefit from his expertise.

Giuseppe Fresu, Sales Team Manager at Pinterest

2015

I had the pleasure to work with Gabriele for a behavioural prospecting and retargeting project for Wish Days and I can say that he is not only a precise, openminded and dedicated eCommerce Director but also an inspiring expert. Working with Gabriele is a signature of success. I can highly recommend working with him!

Stefano Ivan Aldrovandi, International business advisor - Founder at Mall of Ideas

2010

Gabriele is one of those people who are brimming with the most brilliant thoughts. He is one of the most passionate professional I have ever met and one of the very few people for whom 'sky is not the limit'. He is hard-working in getting things done. He is driven by his dedication to achieve task, always focused and drives towards it with enthusiasm to succeed. He has a great positive attitude, experience, high integrity, great social skills and has high energy which reflects in his work. I believe he is really good motivator / colleague. It is pleasure working with him. As an individual, he is very thoughtful and is owner of a pleasing personality & smile. I sincerely wish him all the success in his present and future endeavors

Ana-Maria Tăgîrță

2011

I've met Gabriele as my first employer, and I am grateful to say that I learned so many things from him. He is a visionary, and always enthusiastic about his work and ideas – he certainly has also the means and knowledge to support his vision, being at the same time a very organized manager. But most of all, the energy and enthusiasm are the key elements to his success, along with a genuine interest towards the well being of each member of his team.

Luna De Zorzi

2015

Gabriele has been a mentor throughout my experience in Wish Days. He is a passionate professional who loves to share his expertise with his team. He definitely is a wise and creative manager, with a strong orientation to business success. Thanks to his wide experience in behavioral marketing and web advertising strategies, he is now one of the main expert in the field. I have the greatest admiration for Gabriele and it has been a pleasure working in his team.

Data Processing Authorization

I authorize the processing of my personal data present in the curriculum vitae pursuant to Italian Legislative Decree 30 June 2003, n. 196 and of the GDPR (EU Regulation 2016/679).