



CURRICULUM VITAE
CLAUDIO RAGNI



Education and Professional Qualifications

- ❖ 1994 – 1995: Master in Marketing & Communications, strategic & operating marketing, market research, advertising, public relations – CUOA University(ASFOR)
- ❖ 1988 – 1993: Bachelor of Arts (Honors) Degree, University of Bologna -110/110 cum laude.
- ❖ 1987 - Classical Studies, Institute Marco Minghetti 52/60.
- ❖ October 2000 – May 2001 Business Development & Negotiation International Master at Wunderman Academy (Paris).
- ❖ February 2005 – May 2005 Situational Leadership at Manager Italia (Milan).
- ❖ March 2010 May 2010 People Performance Management International Master at Leo Burnett University (Chicago).

Key Current Responsibilities

- > **Development of Marketing & Brand Strategy**
- > Global Marcomm Plan Management & Supervision
- > Marcomm budget development & control across all countries
- > Checking Marcomm Plan profitability and implementation
- > Responsibility for the overall performance of the managed platforms
- > Team motivation & managing resources efficiently and profitably
- > Innovation & Experience Management
- > **Head of all Customer projects relating to Sustainability, ESG & CSR**

Work Experience

- ❖ From December 2021 till now CMO, Chief Marketing Officer at Oppent SpA, Multinational Company operating in Mobile Robot Marketplace.
- ❖ From January 2017 to December 2021 COO, Client Service Director & Chief Innovation Officer at Bike Communication Srl (Marcomm Agency).
- ❖ From September 2015 to December 2016 Partner & Chief Operating Officer in VanGogh Srl, International Web Agency. Business Operation Director.

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- ❖ From January 2007 to September 2015 Managing Director at Arc WW Italia & Brand Leader Leo Burnett Group, International Agency of Communication and Marketing Services (Publicis Holding) Head of the Italian branch of Arc Srl and the Communication Budget of the following Client Companies: Philip Morris International, Samsung, P&G, Angelini, Braun, Coca Cola.

 - ❖ From February 2005 to December 2006 Client Service Director at Arc WW Italy and Brand Leader at Leo Burnett Group Italy, International Agency of Communication and Marketing Services (Publicis Holding). Head of Budget Communication of the following Client Companies: Philip Morris International, Astra Zeneca, Kraft, Kellogg's, Indesit Company, iShares

 - ❖ October 2003 – January 2005 Managing Director at Rapp Collins, an International Integrated Communication Agency (Network Omnicom) with 2 offices (Milan and Rome). Responsible for the Italian branch of the Business Operation. I reported directly to the Group CEO DDB Italy.

 - ❖ April 2003 – September 2003 General Manager at Grey Direct, an International Integrated Communication Agency with 2 offices (Milan and Rome). Responsible for the Italian branch of the Business Operation. I reported directly to the Managing Director of Grey Direct & Grey Interactive.

 - ❖ 1998 - 2003 Client Service Director & Business Development Manager at Wunderman, an International Integrated Communication Agency (WPP Network).

 - ❖ 1994 - 1997 Senior Account Integrated Communication Division at Euro RSCG Worldwide Network. Managed Brand: Peugeot Italy, IBM, Amex.

 - ❖ 1993 - Internship (6 months) Marketing and Advertising Department at Mercatone Uno, as assistant to the Head of Marketing and Communication.



Additional Professional Experiences

- ❖ 2000 – 2005: Professor of Direct Marketing and CRM at Accademia di Comunicazione (Asfor).
- ❖ From 2016 to 2019: I took an active part in the Omnichannel Customer Experience Observatory of the Politecnico di Milano. It has the aim of supporting companies in understanding the business benefits deriving from an omnichannel approach, providing some ideas and guidelines on how to implement it concretely, overcoming the present barriers and making the most of MarTech, and identifying use cases, concrete benefits and measurement systems to support these strategies.

Foreign Languages

- ❖ Italian: mother tongue
- ❖ English: good knowledge of both spoken and written
- ❖ Spanish: excellent level of knowledge of both spoken and written
- ❖ French: basic level

IT Skills

- ❖ Excellent knowledge of the following programs: Word, Access databases, Excel, visual presentation PowerPoint, Prize, Microsoft Project, Visio, Windows and Mac environments.
- ❖ Basic Knowledge of Suite Adobe (Illustrator and Photoshop).
- ❖ Excellent knowledge of Knowledge Networking, Digital Communication & Social Media Strategy.