

MARCO REPEZZA

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Adjunct Professor of *Marketing and Communication and New Media* –
Master in Business Administration and Master in Sales & Marketing Management
Bologna Business School
University of Bologna

ACADEMIC POSITIONS

Teaching

December 2011 - present, Adjunct Professor (English language), Bologna Business School – University of Bologna:

Trade Marketing and B2B professor – International Master of marketing communication and new media (graduate)

Marketing Communication and New Media professor – Master of Sales marketing (graduate)

Trade Marketing and B2B tutor and co-profesor – University of Bologna (undergraduate)

OTHER POSITIONS

May 2004 – present, **Senior Business Consultant**, Trade Marketing Studio (retail consultancy and management)

- Responsible for customers/accounts sales plans (trade marketing strategies and marketing tools).
- Responsible for all category management projects (powered by Esselunga and Conad experience).
- Responsible for all private label projects (fresh, grocery and non-food products); management of the complete pipeline of new product development of several brands).
- Development of new store concepts and formats (grocery food and pharmacy).
- Promotional efficiency and effectiveness (with tailor-made retail promotional plans).
- Development of loyalty systems (loyalty card and new media strategy).
- Responsible for the corporate web-marketing plan (annual).

March 2003 - May 2004, **Business Analyst, DAYMON WORLDWIDE (private label consultancy and management)**

- Private Labels and category analysis utilizing data mining software (IRI and NIELSEN).
- Main retail experience with Conad, IT, Italy's second largest associated retailer
- Internship with Wegmans, NY, one of the world's premier retailers

2014, **International speaker**, IPLS Moscow (International Private Label Show) RU “The premiumization phenomenon of the European Private Labels”.

2014, **International speaker**, Food Private Label forum, Moscow RU, “How to develop a strong B2B relationship between the copacker and the retailer”.

2014, **Trade marketing testimonial**, Sol&Agrifood (Vinitaly), Verona IT, “PGI and PDO olive oils: how to create new value for the consumer and the olive oil market”.

Main clients experience

- L’Oreal
- Beps
- Sigma
- Crai
- 3M
- Nestlè
- Abbott
- De Cecco
- Danone
- Carrefour
- Altromercato
- Federfarmaco
- Lavazza
- Unigrana
- Franciacorta
- Lyreco
- Bticino
- Sonepar
- FederDOP
- Unaprol

SKILL & EXPERTISE

- Business Planning
- Marketing Strategy and Communication
- Category Management
- Visual Merchandising
- Trade Marketing and B2B
- Private Label Development
- Retail Buying and Negotiation
- Loyalty Programs
- New media marketing
- FMCG
- Product Development
- Excel (advanced), Power Point
- SAP and Oracle data mining

EDUCATION

2002, Bologna University, Master Degree – Business Administration.

2003 Bocconi University Milan, Master, Visual Merchandising.

LANGUAGES

fluent English and native Italian.