



KATIA PANTALEO

21ST OF MARCH, 1978 AGNONE (IS)



ENGLISH: PROFESSIONAL PROFICIENCY

MARKETING MANAGER & STRATEGIC CONSULTANT

CONTACTS



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[LinkedIn Profile](#)



Awarded by Federmanager as Silver Manager 2022 for the managerial skills

Referent as communication commission in Assobirra

[Awarded 49° KEY AWARDS Ichnusa TVC as the best adv in 2017](#)

SOME PERSONAL NOTES

I am highly positive, extremely committed, very result-oriented and passionate Marketeer with a relevant brand and product strategy track record, managing all marketing mix variables, empowering people. 20 years-experience in FMCG companies both Trade and Marketing side, in different local and global roles. I love to do thing big! With a disruptive approach to innovate from ideas to scale. Skilled in communication and business strategies, innovation and digital transformation, go-to-market plan, market/financial performances analysis, internal communication and event management. Actually I am an independent head of strategy freelance. My previous experience was as Corporate Affairs Manager and Marketing manager at Heineken Italia based in Milan and member of the Extended Management Team. I formerly led the two power brand Ichnusa and Birra Messina from the launch until they become the icon brand they are today in the Italian beer market. Responsible for the company's new communication growth strategy, communication referent for Assobirra and stepped up sustainability program.

PROFESSIONAL EXPERIENCES

LEAD MARKETING AND BRAND STRATEGY CONSULTANT

METRO 5 S.p.A. October 2023- Today

Communication, activation and business development consultant

STRATEGIC CONSULTANT

YAM112003, Milan September 2023- Today

Free lance and brand strategy consultant for B2C and B2B projects

CORPORATE AFFAIRS MANAGER

HEINEKEN Company, Milan April 2020 – May 2023 (3 years)

Responsible for the company's communication of the new growth strategy, communication referent for "Assobirra" (category association) and stepped up sustainability program. Internal communications and employee advocacy, Event Management, Corporate and internal digital assets strategy, Reputation and stakeholder engagement.

Main achievements:

[Assobirra TVC and digital assets](#)

Responsible for the company's communication growth strategy, new culture, values and purpose

Responsible for internal communication connecting the key stakeholders for a true engaged, collaborative and motivated organization.

Communication and digital plan for the sustainability program

MARKETING MANAGER ICHNUSA E BIRRA MESSINA

September 2018 - March 2020 (3 years 10 months)

Responsible for launching Birra Messina from a small local beer to the national brand it is today in the Italian beer market. Development of Ichnusa beer as an "Icon Brand" in the Italian beer market. Responsible for marketing plans and implementation of all major key actions with internal and external stakeholders.

Management of 2 Senior Brand Managers and 2 Brand Managers and 2 Jr. Brand Managers

Main achievements:

Ichnusa in only 3 years in beer ITA Market: +5% Market Share, +25 pts. Penetration, +114% Revenue, Brand Power: 1° in meaningful and uniqueness

Brand Power: 1st in Significance and Uniqueness

Birra Messina in just 1 year in the ITA beer market: +1Pt. Market share, + 10 Pts.

Penetration, +270% Revenue, Brand Power results: 1° in meaningful

Brand Power Results: 1st as meaningful brand

Messina TVC beer and digital assets

Innovation: Extension line of the Birra Messina Cristalli di Sale

SENIOR BRAND MANAGER ICHNUSA

April 2016 - August 2018 (2 years 4 months)

In charge of the development of the marketing strategy and annual plan for Ichnusa Beer that consistently deliver year on year growth and build the brand for the long term.

With the relaunch of Ichnusa as "Game Changer" we want to shock the beer market with something than not exist before. New Positioning: new visual identity and packaging

New communication and media strategy

New commercial strategy: new Route to market from a regional brand to a national one

Innovation: launch of the new product "Ichnusa non filtrata" link

Managing 2 Junior Brand Manager and 1 Brand Manager

Main achievements:

[Ichnusa new TVC "Ichnusa Anima Sarda"](#)

[Extension line Ichnusa Non Filtrata](#)

[A sustainability project with Ichnusa returnable](#)

[Ichnusa non filtrata awarded with 3 starts at Superior taste award in 2017](#)

SENIOR BRAND MANAGER AFFLIGEM

October 2015 - March 2016 (6 months)

BRAND MANAGER BIRRA MORETTI AND DREHER

July 2008 - September 2015 (7 years 3 months)

JR BRAND MANAGER

January 2006 - June 2008 (2 years 6 months)

MERCHANDISER/LOCAL ACCOUNT

March 2004 - December 2005 (1 year 10 months)

INTERNSHIP

3M Industrial Assembly; Design Solutions, Milan/ September 2003 - February 2004 (6 months)

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MARKETING & BRAND STRATEGY

PROFESSIONAL CORE SKILLS

- **CREATE A UNIQUE BRAND POSITIONING AND STRATEGY**

Assessment of the brand's history, current positioning and potential, analysis of market trends, definition of the new positioning: definition of a brand DNA and brand values, Results. CONSIDERATION, AWARENESS and BRAND UNIQUENESS

- **ESTABLISH AN ICONIC BRAND IDENTITY**

Starting from the positioning, I work on the identity of the brand, consistent messages, iconic and strong signs and symbols on the shelf, memorable and recognizable.
Creation of a unique distinctive language recognizable and associated only with that brand.

- **DEVELOPMENT OF A BREAKTHROUGH COMMUNICATION CAMPAIGN**

I develop a disruptive communication campaign starting from a strong storytelling brief. Media planning

- **INNOVATE TO DRIVE PENETRATION**

Considering the development of the market in the repertoire of different drinks, very accessible premium products (in the world of lager with a twist). New recipe development with Innovation manager and experts, unique pack and strategy

- **ENSURE A RIGHT PACK AND PRICE**

Differentiate the packs by channel to avoid cannibalization (off trade 50 cl on trade 33 cl)
Definition of the right price point to guarantee the right margin for customers (% margin in off trade, euro cash in horeca)

- **MAXIMIZE DISTRIBUTION**

Right weighted and numerical distribution by channel and regions

- **MAXIMIZE PERMANENT VISIBILITY**

Shelf space that values MS
Strategy dedicated to permanent visibility materials (cc collere) development of iconic materials. Perfect execution on the POS

IT & DIGITAL SKILLS

- Office365
- Power BI
- Graphic design (Canva)
- Ecommerce development
- Collaboration tools (Teams, Sharepoint,...)
- Security awareness
- Open AI - Chat GPT

EDUCATION

UNIVERSITÀ CATTOLICA DEL SACRO CUORE
Professional Course, Category Management ed Internet · (2001 - 2003)

UNIVERSITÀ DEGLI STUDI DI PERUGIA
Laurea, Scienze Motorie e Sportive · (1998 - 2000)

Liceo Scientifico Enrico Fermi (Brindisi) · (1992 - 1997)

OTHER RELEVANT COURSES

- Mentoring ASTERYS
- Power BI, connecting to data, modelling data, visualizing data, analyzing data sharing insight
- Code Business of conduct
- Privacy and security awareness
- Anti bribery corruption
- Responsible marketing code

INTERESTS & PROJECT

Continuing training on LinkedIn Learning in:

- Mentorship LEADER for start up
- Leadership and coaching
- Social media marketing & digital transformation
- AI and Metaverse on Marketing contents
- Diversity, equity and inclusion communication
- Big data, analytics and decision making

Passionate about food, quite likely with an interest in cooking and outdoor sports

Professional networking and life associative in Federmanager Lombardia