

Gabriele Taviani

CHIEF DIGITAL & E-COMMERCE OFFICER · RETAIL · AI

Profile

Twenty years leading e-commerce and digital marketing in retail — cosmetics, organic food, gifting, fashion — across Italy, Brazil and the UK. I work on 12–24-month mandates: I come in, turn the online channel from cost to profit by integrating it with the stores, build the team and leave it able to run on its own. Since 2022 I add AI to the mix: agents and automations I design myself and that actually work inside the business.

Seeking an e-commerce / digital leadership mandate at a mid-to-large retailer, fixed-term welcome. Milan or hybrid, available now.

+400%	10+ M€	350+	5	2	40+
online sales in 18 months	peak annual media budget	stores integrated with online	books published	AI platforms launched	courses taught

Core competencies

LEADERSHIP	GROWTH & OMNICHANNEL	AI-FIRST
E-Commerce P&L & Budget from cost to profit center	**Performance Marketing** growth measured, not promised	**AI Agents & Automation** agents on KPIs and processes
Team Leadership teams from scratch, 5–40 people	**Omnichannel & Drive-to-Store** stores + online, one customer	**AI Strategy & Adoption** AWA method · author
Go-to-Market & Startup founder, investor, divestments	**CRM & Marketing Automation** retargeting, my Hoepli book	**Data & Analytics** attribution beyond last click

Leadership experience · Retail

GTAVIANI Consulting & Venture Builder · Milan — 2023 – PRESENT

Founder & Venture Builder

Mandate: create and fund digital retail ventures between corporate mandates.

- **K-Beauty Center (W&W)**: retail startup in Milan with Chinese partners, subscription-based K-beauty format; business plan, partners and investor fundraising.
- **AI Workspace Agency** (B2B SaaS of AI agents for retail SMEs) and **DrGuido.ai** (B2C health assistant): launched and in use.
- Advanced AI skills built on business strategy and operations, not on technology.

ECORNATURASÌ S.p.A. · Organic food, 350+ stores, ~€435M — SEP 2022 – JUN 2024

Head of E-Commerce & Digital Marketing (project contract)

Mandate: make e-commerce a channel integrated with the store network, not an internal competitor.

- Data-driven e-commerce strategy: budget, management control, BI dashboards shared with the network.
- Integrated the acquired startup Portanatura; unified marketing automation (SalesManago); operations and after-sales team.

SLYMETRIX S.r.l. · CEO & co-founder · e-commerce analytics SaaS (page 2) — 2020 – 2022

BROKERAD Ltd · E-Commerce Marketing Consultant · London — 2019

BOTTEGA VERDE S.r.l. · Cosmetics, 400+ stores · Biella — SEP 2017 – DEC 2018

Digital Officer (E-Commerce Project Manager)

Mandate: grow e-commerce results through digital marketing.

- **E-commerce revenue from €4M to over €7M/year (+75%) in 16 months.**
- Built the digital office; redesigned the digital strategy: e-commerce, mobile app, new markets in Italy and abroad.

WISHDAYS / EMOZIONE3 · Smartbox, gift & experience · Verona — JUN 2014 – FEB 2017

E-Commerce Director

Mandate: build the group's e-commerce channel from scratch.

- **+400% e-commerce sales in 18 months**; multi-touch attribution, mobile, Facebook retargeting. Team of 5 built from scratch; group acquired by Smartbox in 2016.

Contact

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NATIONALITY

Italian

Languages

Italian (native)

English

Portuguese

Spanish · Romanian (understood)

Industries

Cosmetics & pharma · Organic food & beverage · Gift & experience · Fashion & apparel · Travel

Markets

Italy · Brazil · United Kingdom · China · Singapore

Platforms

E-COMMERCE & DATA

Magento 2 · Channable · Amazon Seller · SalesManago · CDXP

GA4 · GTM server-side · BigQuery · Looker Studio

ADVERTISING

Meta · Google Ads · Merchant Center · Pinterest · programmatic

AI & CLOUD

Claude · Claude Code · OpenAI / Codex · Google Gemini · Google Cloud AI

Relevance AI · Firebase · FlutterFlow · Google Cloud

METHOD

Scrum · AWA Action Workflow · multi-touch attribution beyond last click

Interests

Skiing and monoski, sailing, mountain biking, motorcycling, travel

Startups & entrepreneurship

- **Slymetrix S.r.l.**, Rome · CEO & co-founder, 2020–2022 — business analytics SaaS for e-commerce: fundraising, international marketing, customer acquisition; orderly divestment of technology assets to the buyer.
- **Paypersocial Ltd**, London · CEO & co-founder, 2012–2014 — social affiliation platform; teams in Brazil and Moldova; markets USA, Italy, UK, Brazil.
- **Slytrade Ltda**, São Paulo · Director & co-founder, 2009–2011 — affiliate network: 25,000 publishers, 30 clients, 150 campaigns.

Brazil · 2007–2012

- **Effiliation SA**, São Paulo · Country Manager Brazil, 2011–2012 — opened the South American subsidiary: joint venture, team of 6, clients Buscapé and MercadoLivre.
- **Bandeirantes SA (TV Band)** · Mobile project marketing, 2008–2009 — localisation of OneMedia mobile payments.
- **Brazileiro Ltda** · Country Manager Brazil, 2007–2008 — European e-commerce operations of charter airline BRA.

Earlier experience · Italy 1991–2006

- **Olitalia**, Forlì · E-Commerce Manager · **Studio Pleiadi (Technogym group)**, Cesena · Marketing Manager · Sales Manager Italy at two B2B companies.
- **DeAgostini Professionale** · Exclusive sales agent — first job: selling legal and tax databases to law and accounting firms. Where I learned to sell.

Education & teaching

- Lecturer and coordinator, Masterclass *Digital Marketing for E-commerce and New Retail*, Netcomm Academy (since 2017); moderator at Netcomm Forum.
- Master in Data-Driven Marketing · Master in Web & Digital Marketing · E-Commerce Growth Academy (budget and campaign management).
- Technical and Commercial high-school diplomas, Cesena. Continuous training in business administration and applied AI.

Publications

- ***The AI Manual for CEOs*** — Amazon, 2026
- ***Retail E-Commerce AI Team*** — e-guide, 2026
- ***Retail E-Commerce Management*** — 2025 (IT)
- ***E-Commerce Marketing Data Driven*** — 2021 (IT)
- ***Retargeting*** — Hoepli, 2017 (IT)

Terms

Interim or project director, 12–24-month mandates; employment at middle or senior management level, fixed-term or permanent; freelance contract also possible. Milan, hybrid or travel across Italy and abroad. Available immediately.

I authorise the processing of my personal data pursuant to Italian Legislative Decree 196/2003 and GDPR (EU 2016/679).

Public references

FROM LINKEDIN

> “One of the foremost experts in retargeting; an important contributor to our Masters, highly appreciated by students.”
>
> **Roberto Liscia** · President, Netcomm

> “One of the best professionals in digital: great experience, strategic vision, hands-on with tech and team.”
>
> **Mario Bagliani** · Senior Partner, Netcomm Services

> “The greatest e-commerce digital marketing expert I know; precise, innovative ideas on turning traffic into sales.”
>
> **Marco Tosi** · Founder, Quarantadue

> “Reliable and focused on quality delivery; great relationships within a serious approach.”
>
> **Eric Nies**

> “Always challenged traditional business models and media mix, proposing innovative solutions while measuring results correctly.”
>
> **Edoardo Salvucci** · Meta

> “Unparalleled knowledge of digital marketing, a 360-degree approach; any company would benefit from his expertise.”
>
> **Sebastiano Destri** · E-Commerce Director, Smartbox

> “A precise, open-minded and dedicated eCommerce Director, and an inspiring expert.”
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> **Giuseppe Fresu** · Pinterest