



# Gabriele Taviani

E-COMMERCE & DIGITAL DIRECTOR · RETAIL

## Profile

Twenty years leading e-commerce and digital marketing in retail (cosmetics, food, gift, fashion), both as an employee and as a project-based manager, in Italy, Brazil and the UK. I build teams and budgets, turn the online channel from a cost into a profit centre and measure it with data. Over the last four years I have added applied AI: automations, agents and platforms I can design and make work inside a company.

**Seeking an in-house e-commerce/digital director role, as a permanent manager or executive, in Milan or hybrid. Available immediately.**

### VERIFIABLE PROOF

- 5 published books, including *Retargeting Management* (Hoepli, 2017)
- Lecturer at Netcomm Academy since 2017 (Digital & E-commerce Marketing)
- +400% e-commerce sales at Emozione3 in 18 months, €500k/year budget
- 2 AI platforms launched: DrGuido.ai (B2C) and AI Workspace Agency (B2B)
- Public LinkedIn recommendations from Meta, Pinterest, Netcomm, Smartbox
- Teams built from scratch in Italy, Brazil and Romania (5–40 people)

## Experience 2014–2026

### AI product development for retail and healthcare — GTAVIANI, Milan

2024 — 2026

- Designed and launched two platforms: **AI Workspace Agency** (AI agents for retail/e-commerce SMEs, B2B) and **DrGuido.ai** (health assistant, B2C); proprietary API backend.
- Author of the eBooks *The AI CEO Handbook* and *The AI Consultant Handbook*; AWA method for AI adoption in companies. Skills: marketing/sales automation, conversational agents, AI integration with e-commerce and CRM.

### Head of E-Commerce & Digital Marketing — EcorNaturaSì S.p.A., Milan

SEPT 2022 — JUNE 2024 · FIXED-TERM PROJECT CONTRACT

- Data-driven e-commerce strategy for Italy's leading organic food group; budget, management control and BI dashboards (Looker Studio) on the cost-to-sales ratio. [add revenue and growth]
- Integration of the acquired startup Portanatura; marketing automation on two platforms (SalesManago); coordination of the operations and after-sales team, logistics included.

### CEO and co-founder — Slymetrix S.r.l., Rome

JAN 2020 — DEC 2022

- Business analytics SaaS for e-commerce: administration, fundraising, international marketing, customer acquisition; orderly transfer of technology assets and hand-over support to the buyer.

### Digital Officer (E-Commerce Project Manager) — Bottega Verde S.r.l., Biella

SEPT 2017 — DEC 2018

- Set up the digital office and overhauled the brand's digital strategy (400+ stores): e-commerce, mobile app, opening of new Italian and international markets. [add result]

### E-Commerce Director — WishDays / Emozione3 (Smartbox Group), Verona–Milan

JUNE 2014 — FEB 2017

- €500k/year online budget; multichannel attribution model beyond last click; strong push on mobile and Facebook retargeting: **+400% e-commerce sales in 18 months**.
- Five-person team built from scratch; group acquired by Smartbox in 2016.

## Contact

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### NATIONALITY

Italian

### BORN

Ravenna (Italy), 11/12/1968

## Languages

Italian

English

Portuguese

Spanish · Romanian (understood)

## Skills

### MANAGEMENT

E-commerce budget, P&L and management control

Team building and coordination

Omnichannel and drive-to-store

### DATA & ADVERTISING

GA4, GTM server-side, BigQuery, Looker Studio

Meta, Google Ads, Merchant Center, programmatic

Marketing automation (SalesManago, CDXP)

### AI & PLATFORMS

Claude, Claude Code, OpenAI, Codex (advanced)

Google Gemini, Google Cloud AI Applications (ex Vertex AI)

AI agents and automations (Relevance AI, API)

Magento 2, Channable, Amazon, product feeds

Google Cloud, Firebase, FlutterFlow

## Earlier experience

### Brazil and United Kingdom — 2007–2014

- **CEO and co-founder, Payersocial Ltd (London), 2012–2014** — social affiliation platform; production teams in Brazil and Moldova; commercial distribution across the US, Italy, UK and Brazil.
- **Country Manager Brazil, Effiliation SA (São Paulo), 2011–2012** — opened the South American branch of the French group: joint venture, business plan, team of 6, clients including Buscapé and MercadoLivre.
- **Director and co-founder, Slytrade Ltda (São Paulo), 2009–2011** — affiliate network: 25,000 publishers, 30 clients, 150 campaigns.
- **Mobile project marketing, Bandeirantes SA (TV Band), 2008–2009** — Brazilian localisation of OneMedia's mobile payment platforms.
- **Country Manager Brazil, Brasileiro Ltda, 2007–2008** — European e-commerce operations for charter airline BRA.

### Italy and Romania — 1991–2006

- E-Commerce Manager, Olitalia (Forlì) · Marketing Manager, Studio Pleiadi – Technogym group (Cesena) · Director and co-founder, Ri.Bu S.r.l. (Cluj, software house and contact centre, 40 staff) · Sales Manager Italy at two B2B companies · Agent, DeAgostini.

## Education and teaching

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

## Publications

- *Retargeting Management* (Hoepli, 2017) · *E-Commerce Marketing Data Driven* (Slymetrix, 2021) · *Retail E-commerce Management* (2024) · two further professional titles.
- AI eBooks: *The AI CEO Handbook* and *The AI Consultant Handbook* (2026, in Italian). Blog: aiagents.gtaviani.com.

## Public recommendations (LinkedIn)

**Edoardo Salvucci, Meta** — “has always challenged traditional business models and media mix, proposing innovative solutions while measuring results correctly.”

**Roberto Liscia, President of Netcomm** — “one of the most expert in the field of retargeting; an important contributor to our Masters, much appreciated by students.”

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

**Giuseppe Fresu, Pinterest** — “a precise, open-minded and dedicated eCommerce Director, and an inspiring expert.”

## Terms

Permanent employment as manager or executive, fixed-term or with an extended probation period also considered. Freelance/contract collaboration possible. Based in Milan, hybrid or travelling; open to relocation in 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).

## Sectors

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

## Markets

Italy · Brazil · United Kingdom · Romania · Moldova

## Platforms

Magento 2 · SalesManago · Channable · Amazon Seller · GA4 / GTM · BigQuery · Looker Studio · Meta Business · Google Ads · Adroll / Pinterest · Trello / Asana

## AI

Claude · Claude Code · OpenAI · Codex · Google Gemini · Google Cloud AI Applications (ex Vertex AI) · Relevance AI · Firebase · FlutterFlow · Google Cloud

## Method

Scrum · AWA Action Workflow · multichannel attribution beyond last click

## Interests

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