



---

## GABRIELE TAVIANI

Viale Italia 130 - 20099, SESTO SAN GIOVANNI (MI) - ITALY

Mobile: (+39) 347 2353465

eMail: [gtaviani@gmail.com](mailto:gtaviani@gmail.com) or [gabriele@gtaviani.com](mailto:gabriele@gtaviani.com)

Linkedin: <https://www.linkedin.com/in/gtaviani/>

Website: <http://www.gtaviani.com>

---

*I have over 20 years of experience in **Digital Marketing** in Italy, UK and Brazil. I created Advertising TradingDesk, Behavioral Tracking and Retargeting platforms for e-commerce.*

*In recent years I have been E-commerce Director in **Emozione3** (SmartBox Group) and Digital Officer in **Bottega Verde**. I am Author of «Retargeting Management», **Hoepli** 2017 and Principal Teacher of the **Netcomm Academy** MasterClass «Digital Marketing for E-commerce and New Retail».*

*In 2021 I work to finish another Book: «E-Commerce Marketing Data Driven». I am a speaker in several **Netcomm** webinars on the topics of E-Commerce Budget, E-Commerce ROI Optimization and Attribution Models for Media Investment ROAS.*

---

### Capacity

- **E-commerce Strategy** (ideation and planning)
- **E-commerce Data Analysis** (study and interpretation)
- **E-commerce Business Value & Volume** (forecast and management)
- **E-commerce team** (creation and coordination)
- **User analysis** (behavioural tracking)
- **Data Management** (collection and distribution of data)
- **Attribution models** (Post-click and post-view conversion analysis)
- **Analytics & Reports** (use of analytics tools and report generation)
- **Digital marketing** (direction and management)
- **Multi-channel campaigns** (Adwords, Facebook, AdExchange, etc.)
- **Prospecting** (new user interests) and **Retargeting** (conviction action)
- **Affiliate programs** (creation and management)
- **SEO & SEM** (agency coordination)
- **Mobile Marketing** (for mobile apps)
- **Marketing Automation** (DB user relationship via email, mobile, insite)
- **Multi Channel E-commerce** (parallel distribution e-shop and marketplaces)
- **Product feeds** (creation and distribution xmlfeeds)
- **Marketplace** (Creation and administration of Amazon and FBA stores)
- **Digital Hub** (business plan development and coordination of the opening and management of the Digital Hub)

---

## experience

---

### Slymetrix Srl

CEO - Founder

ROME (Italy)

01/2020 - NOW

Slymetrix Srl represents an innovative Italian startup. It develops and distributes a SaaS digital platform of Traffic Data Management for E-Commerce Companies and Digital Agencies aimed at the E-Commerce market.

#### Objectives:

Conception of the platform, design and coordination of functional and salable prototype development. Planning and Management of FundRaising activities. research and definition of strategic partners for marketing and capitalization activities. Research and selection of technical and front end Teams.

#### Results achieved:

- Completion of the first functional and salable prototype
- Successful Beta Testing on real e-commerce
- Coordinated Investment Advisor and realistic business plan product
- Participation in the venture capital acceleration program.

### Brokerad Ltd

Consultant

LONDON (UK) / MILAN (IT)

01/2019 -01/2020

Brokerad is an innovative consulting company specializing in Digital Distribution. Over the last few years it has focused on the study and design of Digital Marketing Data Oriented solutions for eCommerce companies.

#### Objectives:

Penetrate the Italian market with an offer of Training and Management Consultancy for eCommerce and Retail Companies

#### Results achieved:

- Consolidated relationship with Netcomm Academy in the high-level managerial training of e-commerce companies.
- Provided digital marketing consultancy for IKN, a company that organizes the Retail Forum and other professional events. Negotiated collaboration also for professional training.
- Provided consultancy in Digital Marketing Setup at eFarma, a well-known Italian online pharmacy. Installed, configured, started and managed the backend of the Slymetrix.com platform.
- Managed the project manager activity for the realization of the digital platform Slymetrix.com. Coordinated programming team in Romania. Coordinated beta testing on customers. Planned international launch (europe).

## Bottega Verde

Digital Officer (eCommerce Project Manager)

BIELLA (ITALY)

09/2017 - 12/2018

Bottega Verde, a well-known Italian and international cosmetics brand with a network of over 400 physical stores, Italian and international e-commerce, mobile app.

### Objective:

Redefining digital strategies by structuring a digital office that, through e-commerce and mobile apps, leads the company towards digitalisation in relation to the market as well as acquiring new Italian and foreign markets.

### Results achieved:

- Redefining and modernising the techniques of **Digital Marketing for e-commerce** (from Web Marketing based on Email Marketing) increasing the turnover of e-commerce by over 40% from the first months. In less than a year brought e-commerce within the top-ranked in Italy, winning the best e-commerce award Netcomm 2018.
- Developed **Omni-Channel** strategies between e-commerce and Retail stores network. Launched campaigns **DtS (DriveToStore)** in order to bring prospective users towards the network of physical stores using digital channels (predominantly Facebook Network). In less than 8 months, more than 10% of store sales were influenced by Digital campaigns.
- Planning, initial coordination, management of **shops on AMAZON**. Marketplace for Italy, Spain, other parts of Europe. DBA (Amazon logistics). Corporate systems integration.
- Designed and launched **Marketing Automation** environment with Digital Marketing Artificial Intelligence. Configuration and programming of the SalesManago environment for the automation of relational flows with users/customers online.
- Reorganised the **Digital Marketing Team** training and managing 6 people including myself. Coordination and localisation of the team in the company organisation.
- Developed **digital development projects and ideas** presented directly to the owner.

## Writer and Teacher

Freelancer

MILANO (ITALY)

02/2017 - 08/2017

Writer of the **book "RETARGETING"** for the Italian publishing house HOEPLI. Belonging to the range of professional texts for digital marketing, available in bookstores from 14 July 2017.

<https://www.hoepli.it/libro/retargeting/9788820380298.html>

Lecturer for the **master's "DIGITAL & E-COMMERCE MARKETING"** organised by NETCOMM Italy for autumn 2017 and again in 2018. Moderator in workshops at the Netcomm Forum.

<https://www.consorzionetcomm.it/formazione/academy/executive-masterclass-digital--e-commerce-marketing.kl>

## **WishDays Srl (Smartbox Group)**

E-Commerce Director

VERONA / MILANO (ITALY)

06/2014 - 02/2017

Wishdays, the company that owns the well-known brand of "travel boxes" **EMOZIONE3**, acquired in 2016 by the SmartBox group.

In about 2 years I have administered over €500,000 on average online per year. I developed a multi-channel yield analysis model beyond last-click concepts. I bet on mobile advertising and Facebook Retargeting, bringing e-commerce to an increase of over 400% in 1.5 years. Created a team of 5 people from scratch.

## **Paypersocial Ltd**

CEO - Co-founder

LONDON (UK)

03/2012 - 06/2014

Paypersocial is an innovative startup for Social Affiliation Networking. Ideation and design of the online platform. General coordination of the Production Team (initially selected in Brazil and subsequently migrated to Moldova); Creation and consolidation of commercial distribution strategies with the identification of customers/advertisers of the types Partners, Agencies and Brand Companies on the US, Italian, UK and Brazilian markets;

Defining strategies for producing social network web traffic. Facebook Publisher engagement campaigns (over 30,000 in about 6 months); Creation of and experimentation with an organisational model for categorising the publisher network through Traffic Managers; placement of a further 12 people including developers, post-master interns and university interns for research, development and testing of organisational models for publisher and traffic categorisation;

## **Effiliation SA**

Country Manager Brazil

SAO PAULO (BRAZIL)

03/2011 - 03/2012

Opening in Brazil (Sao Paulo) of the South American branch for the French international group Effiliation. Company start-up: international joint venture contracts, business plans, budget planning, company opening, bureaucratic processes for start-up and location of technologies; Marketing management: development of strategic plans for market penetration, strategic partnerships; Recruitment: design of the Brazilian organisation chart, research and selection of specialised personnel: in August 2011 Effiliation Brasil had 6 officers; Sales management: search for key customers and strategic partners for start-ups. In the first 6 months sealed business relationships with key players in the Brazilian Internet market, including: Buscape, Mercatolivre, etc.

## **Slytrade Ltda**

Director - Co-Founder

SAO PAULO (BRAZIL)

09/2009 - 03/2011

Creation of an online affiliate network in Brazil based on the model of TradeDoubler and Zanox. Coordination and application development with in-house online platform localisation; Affiliation of over 25,000 Brazilian Publishers; Negotiation with over 30 Brazilian customers for around 150 published campaigns; International partnerships; Participation in events related to Online Performance Marketing.

## **Banderantes SA (TV Band)**

Mobile Project Manager

SAO PAULO (BRAZIL)

08/2008 - 09/2009

Localisation in Brazil of mobile payment platforms for mobile payment with credit cards for mobile phone credit recharging adopted by the company OneMedia Spa in Italy. Analysis of the Italian platform and porting design in Brazil; Coordination of the Brazilian installation and localisation in linguistic terms and configuration with mobile operators in Brazil; Coordination of the relationship with credit card operators for integration of online payment models via mobile via Wap and SMS; Coordination of relations with Brazilian mobile operators for integration into the mobile phone charging system via Wap and SMS; Structuring of the activity management organization, fraud control and customer relationship (HelpDesk); Planning and management of mobile and web campaigns for mobile payment services; Management of relational and technological intermediation between Italian and Brazilian companies.

## **Brazileiro Ltda** Brazil Country Manager

SAO PAULO (BRAZIL) 01/2007 - 09/2008

Coordination of e-commerce selling air tickets in Europe on behalf of the Brazilian charter airline BRA.

## **Olitalia Srl** e-Commerce Manager

FORLI (ITALY) 01/2006 - 12/2006

Coordination of all online e-commerce sales processes (pre and post selling). International Web Marketing (SEO, SEM).

## **Studio Pleiadi Srl** Marketing Manager

CESENA (ITALY) 01/2003 - 12/2005

Web Agency belonging to the Technogym group. Coordination of marketing activities in the design and packaging of web services. Management of direct commercial activities on medium/large Italian and PA customers.

## **Ri.Bu Srl** Director - Co-Founder

CLUJ NAPOCA (ROMANIA) 02/1999 - 12/2002

Start-up and activity management of Software House (website) and Contact Centre.

## **Autoadesivi Srl** Sales Manager Italy

MODENA (ITALY) 01/1998 - 12/1998

Commercial distribution in the Italian market through fairs and direct B2B contacts.

## **Data Consult Srl** Sales Manager Italy

MODENA (ITALY) 01/1994 - 12/1997 Italian

Italian organisation and distribution of electronic document archiving services.

## **DeAgostini Spa** Trade Agent

ROME / NOVARA (ITALY) 01/1991 - 12/1993

Mandate of single-agent agency for 2 Italian provinces.

---

### Languages

- 
- **ITALIAN** - Mother tongue;
  - **ENGLISH** - Good written, sufficient spoken
  - **PORTUGUESE (Brazilian)** - Excellent written and spoken
  - **ROMANIAN** - Good comprehension and basic spoken.

---

### Education

- 
- Compulsory education
  - ITIS - State Industrial Technical Institute (Specialisation in Electronics and Computer Science)
  - Continuous self-taught training in business administration and online marketing

### Courses and Masters

- Organisation of Conferences/Fairs
- Automation of Document processes
- Reengineering for Document Process
- Workflow Systems - Business Process Automation
- Motivation techniques and interpersonal negotiation
- Action Workflow - Strategy of interpersonal communication through intelligent information systems
- eBusiness Strategist: Methods and strategies for value creation through web solutions (internet, extranet and intranet)
- Web Marketing: SEO Strategies (Madri); Advanced Keyword Advertising; Campaign Analytics; International Internet Campaign;
- Lecturer for master's program in Online Marketing at Universidade Presbiteriana Mackenzie (Sao Paulo - BR)
- Social Media Marketing: Interactive advertising through online social networks.
- Behavioural Marketing : the use of online data (Big Data and ReTargeting) for

contextualisation and display of online advertising compatible with the interests of the navigator.

- Speaker at several Italian Workshops: SMAU, WebMarketingFestival, etc.

---

## Known

- Operating systems: Mac OS; Windows NT, 98 and 10; Linux Centos and Ubuntu;
- Office Automation: Microsoft Office Suite, Mac Write & Number, Google Docs Suite
- Design: Adobe Photoshop
- Digital Marketing: Google Adwords, Business Facebook and PowerEditor, DSP and mDSP (Adexchange RTB), Adroll (Retargeting), Segment (data collect and warehouse), Google Analytics, Clickmeter (Tracking Postback), Google GTM (Gat Manager), aWin ( Affiliation and Zanox), FanPlayrs (insite target), SALESManago and HubSpot (Marketing Automation), MailUp and MagNews (Email Marketing), others...
- Programming: PHP & MySql, Laravel, Google Cloud
- Project Management: Asana, Trello, Slack

---

## Linkedin References



**Roberto Liscia**  
Presidente di Netcomm, il  
Consorzio del Commercio  
Digitale Italiano  
February 16, 2019, Roberto  
was Gabriele's mentor

Gabriele is certainly a great expert in digital marketing and one of the most expert in the field of retargeting. It is certainly an important contributor to our Netcomm Masters in Digital Marketing. His high specialization is much appreciated by students who have repeatedly emphasized the quali... See more



**Mario Bagliani**  
Senior Partner at Netcomm  
Services  
February 18, 2019, Mario  
worked with Gabriele but at  
different companies

Gabriele is one of the best professional in digital. Great experience, strategic vision, hands on tech and team. I hope in future projects together



**Marco Tosi**  
Founder & General  
Manager at 42 srl  
February 16, 2019, Gabriele  
worked with Marco in the same  
group

Gabriele è il maggiore esperto di digital marketing finalizzato all'e-commerce che io conosca. Profilo non convenzionale, con idee molto precise e innovative su come ottimizzare l'acquisizione del traffico per ottenere maggiori vendite. Super appassionato, un vero geek del marketing sui canali digitali.



**Edoardo Salvucci**  
Business Partnerships and  
Operations @ Facebook |  
HEC, Paris and Bocconi  
Alumnus  
February 18, 2019, Gabriele  
was a client of Edoardo's

Great professional and expert in the digital field. Gabriele has always demonstrated passion and enthusiasm in challenging traditional business models and media mix by proposing innovative solutions for the retail client we have been working on. At the same time, Gabriele has been always co... See more



**Eric Nies**

International  
Partner/Channel Director  
January 9, 2006, Eric worked  
with Gabriele but at different  
companies

I have worked with and know Gabriele for a number of years. He is reliable and focused on quality delivery. Great relationships with in a serious approach.



**Andrea Dusi**

CEO at Treccani Futura  
May 31, 2016, Andrea managed  
Gabriele directly

Gabriele is an outstanding professional with a strong know how on all online and mobile marketing activities. He is very proactive, full of energy. Very emphatetic and willing to give his best in every activity he performs. He has been giving a great support for the online activities on my company ena... See more



**Sebastiano Destri**

Head Of Ecommerce at  
Smartbox Group  
May 22, 2017, Sebastiano  
worked with Gabriele but at  
different companies

I have worked with Gabriele after the acquisition of Emozione3 by the Smartbox Group. Gabriele was in charge of the digital marketing strategy of Emozione3. Gabriele is a talented digital marketer, with an in-depth knowledge of the new trends, at a global level. He is up-to-date with the latest mobile ... See more



**Giuseppe Fresu**

Sales Team Manager at  
Pinterest  
October 26, 2015, Gabriele was  
a client of Giuseppe's

I had the pleasure to work with Gabriele for a behavioural prospecting and retargeting project for Wish Days and I can say that he is not only a precise, openminded and dedicated eCommerce Director but also an inspiring expert. Working with Gabriele is a signature of success. I can highly reco... See more