

Stefano Pellegrini

marketing & innovation consultant

PERSONAL INFORMATION

born: January 16, 1989 Monza (MB) Italy
languages: Italian Native / English Fluent

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ABOUT ME

I'm a Marketing & Innovation Strategic Consultant, with +10 years of experience in developing new products and brand positioning, in the FMCG, Wine & Spirits industry. In the past years I collaborated in the creation of ENGINE gin and in the birth of the start-up linked to it, from the beginning to the selling of the brand. I worked in USA, building a competitive in-house hub of marketing, creativity and agency services for a company in Cincinnati, Ohio. I'm a consultant for LIQUID, a Venture Capital builder in spirits and no alcoholic beverages. I managed several restyling for brands like Loacker, Contratto winery, Giass gin (Lucano Group), and created new products, like Contrattino, Strucchi Vermout.

EXPERTISE

Product creation: Collaboration in the creation of new brands and product innovation. From the recipe formulation, to the production and packaging logistics.

Road to Market: Price definitions, distribution pitches and Revenue Growth Management strategies for On-Trade and Off-Trade channels.

Marketing 360°: Support in the definition, development and monitoring of marketing plans. Delineation of global brand positioning for ADV campaigns, PR events, digital and retail.

Communication: Ideation and Art Direction of photo shoots and video productions of global communications campaigns, both TV and digital.

CLIENTS PORTFOLIO



CERTIFICATIONS

2023: Second Level Master in Whisky
released by the Whisky Club Italia. (Grade: 83/100)

2015: Master's Degree in Communication Design
Politecnico di Milano
Thesis: Enhancing the company and the brand (Grade: 104/110)

2011: Bachelor's Degree in Communication Design
Politecnico di Milano
(Grade: 98/110)

2008: Scientific High School Diploma
Liceo Scientifico G. Marconi, Milano

AVAILABILITY

I'm immediately available and willing to relocate.

CAREER

2024: Liquid Venture Builder (Milan, Italy)
Marketing & Innovation (Consultant)

Support in the creation of all new products and innovations, from concept through completion; from recipe formulation to label and packaging design. Definition of the marketing positioning 360°, launch campaigns, and distribution.

2019-24: ENGINE gin (Barbaresco, Italy)
Marketing & Innovation (Consultant)

Complete support in the creation of the ENGINE brand and its start-up. From the concept ideation, formulation, packaging, production, national/international distribution (target & market definition, price negotiation, importation, customs clearance...), management and coordination of internal and external resources.

2023: Eurostampa North America Inc. (Cincinnati, USA)
Marketing & Innovation (Consultant)

Management of projects for new products innovations or product restyling, speaking directly with the Marketing team of the brands clients (Bacardi, Diageo, Sazerac, Pernod Ricard...), translating their need in designs consistent with the brief and feasible in printing.

2018-20: ILLVA Saronno S.p.A. (Saronno, Italy)
Design & Communication Manager

Definition of global brand strategy 360° for advertising communication, PR, digital, retail and packaging. Ideation and artistic coordination of the global brand identity guidelines. Ideation and Art Direction of photo shoots and TVC of global communications campaigns (Disaronno, Velvet, Tia Maria, Zucca, Unicum...). Management of design projects of new products or restyling, for both the Spirits and Wine unit.

2016-18: ILLVA Saronno S.p.A. (Saronno, Italy)
Global Design Manager

Ideation and Art Direction of global advertising campaigns (Disaronno, Tia Maria, Zucca, Isolabella, Artig, Unicum...). Coordination of photo shoots and video productions. Management of design projects of new products or restyling, from concept through completion, for both the spirits and wine unit, working jointly with all teams including: Marketing, Sales, Innovation, Quality Assurance, Production. Support on the definition of the global branding strategies 360°.

2014-16: ILLVA Saronno S.p.A. (Saronno, Italy)
Graphic & Design Specialist

Ideation, graphic design and production of packaging, labels, products-catalogs, stands, PR materials, for all the products of the spirits division. Design and graphic realization of logos and advertising for out-of-home, print and web publications. Keep workflow steady in an extremely tight deadline environment.

2013-14: Gea S.r.l. (Novara, Italy)
Graphic & Web Designer

Support to the marketing team in the development of the activities for shopping centers and retail-Park. Management of the graphics and the design of all the marketing products: ADV, Digital campaigns, infographic, leaflets and other marketing tools. Websites development and UX creation.

INTEREST & BACKGROUND

My passion in spirits is both work related and personal: I invested in a distillery in Italy, with the goal of launching my own Whisky in the future. I study wine, beer and whisky and I visit the trade shows of the industry. I'm also a Landscape photographer: I do speeches and photography lessons, and I've been awarded 3 times with the APOD by NASA.