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About Me

Every new challenge excites me.
Each new road broadens my
horizons. Each new journey is
a step towards change.

My goal is to create added value
within companies and organizations
that see in their future an
increasingly sustainable culture
oriented towards new
communication models built on an
experiential, immersive and
emotional narrative capable of
generating involvement, interest
and a stronger bond with your
interlocutors.

Highlights

- Corporate & Brand Teller
- Product Experience Creator
- Emotional Event Architect
- Unconventional Traveller
- Multidisciplinary Culture
- Curious and Brave
- Emphatetic Leader

PROFESSIONAL EXPERIENCE

IMAGE & COMMUNICATION DIRECTOR – RENAULT GROUP ITALY

Nov 2011 – Oct 2021

- Creation of a new communication format based on experience to differentiate the Brand from the competition and increase the reputation of the Group's brands (Renault, Dacia, Alpine)
- Enhancement of brand identity through visual and video storytelling strategies, emotional key messages and video clips for regional / local and social TV broadcasts
- Organization of experiential events with a high rate of involvement and sharing

Quantitative media returns : 244Mio€ in 2020 (89Mio€ 2012, + 174%)

*Qualitative returns : Renault « Innovation » 76%, Dacia « Quality » 85% .
Alpine 2^a Finalist COTY 2019*

PR DIRECTOR – CHEVROLET ITALY

Nov 2009 – Nov 2011

- Brand Heritage strategies to strengthen brand awareness in Italy, bringing the "American dream" to the hearts and minds of customers
- Involvement of lifestyle magazines to enhance the appeal of the "Made in USA" in terms of style and performance
- Enhancement of the technological soul of the brand through competition (Le Mans - Corvette)
- Successful launch of the extended range on Volt, the first step towards the electric world (COTY media award)

2011 Media returns: 59Mio€ (+64% vs 2010)

Volt Car of the year 2012

SAAB MARKETING DIRECTOR – GENERAL MOTORS ITALY

Sept 2007 – Nov 2009

- Definition of Brand and Product strategies
- Development of advertising campaigns with a focus on the aeronautical heritage of the brand
- Launch of a new high-level event format for premium customer engagement

2008 Results: Highest ever results (4.400 uts)

SEC MARKETING MANAGER – OPEL ITALIA

Sept 2002 – Sept 2007

- Creation of the Southern European Business Unit (Italy, France, Spain, Portugal, Greece) to maximize sales and financial results
- Harmonization of the product offer and management of communication activities within the area
- Launch of a new high-level event format for premium customer engagement

Results: New Business Unit best practice in Europe

Personals

- DNA 50% Italian 50% french
- International mindset
- NATO military service
- Emotion photographer (6 exhibitions)
- Ski competition in Canada
- Lover of Music and Silence
- Desert traveller

Languages

- French mother tongue
- Italian mother tongue
- English “father tongue”
- Spanish

Education

- Liceo Francese Vienna (Baccalaureat)
- Richmond College Londra (Associate of Arts)
- American University Rome (Bachelor of Business and Administration)
- Boston University of Rome (Marketing Management)

Social



EUROPEAN MARKETING MANAGER – ADAM OPEL FRANKFURT

May 1999 – Sept 2002

- Astra and Zafira responsibility
- Business Plan definition to bring the Astra brand to conquer the segment in Europe
- Coordination of European needs in defining the product (design and engineering), within the budget
- Implementation of a pan-European campaign adaptable in the various countries

Result: Astra European Leadership in Astra 2001 – beating Golf

LOCAL BRAND MANAGER – OPEL ITALY

Nov 1996 – May 1999

- Opel C+D segment responsibility, Launch of Cadillac & Chevrolet
- Strategy for the launch of the Chevrolet and Cadillac brands in Italy with definition of the product offer suitable for the Italian market and formation of a selected network of dealers
- Strengthen Opel's presence in the C segment through a product development plan and ad hoc offers

Result: 3000 Vectras sold per month (best ever record)

ADVERTISING MANAGER – OPEL ITALY

Oct 1994 – Nov 1996

- Definition of brand positioning in the Italian market
- Communication strategy (ATL, BTL, Dealer and Web) aimed at maximizing sales in Italy
- Budget management and control (60Mio€)

Result: Sales exceeded 100k uts

ACCOUNT DIRECTOR – PUBLICIS MILAN

Jan – Oct 1994

- L'Oreal Garnier Brand responsibility
- Central strategy adaptation to the Italian market

ACCOUNT SUPERVISOR – PUBLICIS PARIS

June 1990 – Jan 1994

- L'Oreal Group responsibility (LTP, Garnier, Prestige et collections)
- New Business: Novotel, FR3, Office National du Tourisme Marocain
- L'Oreal Technique Professionnelle new brand launch, Prestige et Collection (Giorgio Armani Parfums, Paloma Picasso)

ASSISTANT CHANNEL MANAGER – JOHNSON&JOHNSON ROMA

Sept 1987 – June 1990

- Sales representative Northern Italy

Result: Best Italian sales Rep in 1989

MARKETING PRODUCT MANAGER – JOHNSON&JOHNSON ROME

Aug 1986 – Sept 1987

- Launch of 2 new products on the market (Carefree e SkinCare)