
Driving product marketing & AI-powered GTM for consumer tech platforms

Hands-on product marketing leader specialised in translating product capabilities into clear user benefits and culturally relevant narratives that drive adoption. Currently Venture Partner at AI workflow orchestration startup, collaborating cross-functionally to bring agentic AI solutions to market for enterprise agencies (Omnicom, WPP).

Expert in adapting global product positioning for local markets, forging cultural partnerships (Spotify, The X Factor, Twentieth Century Fox), and executing data-driven campaigns across digital, social, and experiential channels. Built and scaled Communications, Product, Content and Creator Marketing functions in-house..

Deep hands-on exploration within the AI space and passionate advocate for AI's transformative potential in creativity and productivity. Startup advisor at Techstars and Faculty Member for world-ranked executive education programs in marketing strategy, GTM execution, and digital transformation.

KEY ACHIEVEMENTS INCLUDE:

- **AI Product GTM & Enterprise Partnerships** – Drove Go-To-Market strategy for AI workflow orchestration SaaS entering enterprise market, translating complex agentic AI product capabilities into clear value props and benefits for creative agencies, resulting in partnerships with Omnicom and 35% YoY lead generation growth through product positioning and cross-functional collaboration with Product and Tech teams.
- **Multi-Market Strategy & Product Campaign Execution** – Led multi-market marketing through integrated campaigns for tech platform facing saturated market conditions, delivering 220M+ impressions, £3.5M earned media value, and 12% brand awareness lift through culturally relevant positioning, entertainment partnerships (X Factor, Got Talent), and omni-channel activation across digital, social, experiential, and TV.
- **Strategic Entertainment & Brand Partnerships** – Forged and activated partnerships with major entertainment brands (Spotify, Twentieth Century Fox) and 20+ EU festival organisers to co-create integrated campaigns across digital, social, email, and experiential channels, generating 180M+ impressions, £1.8M media value, and measurable booking conversion uplift through authentic cultural storytelling.
- **Cross-Functional Marketing Leadership & Budget Optimisation** – Led integrated marketing operations managing £10M+ budgets and cross-functional teams of 70+ across Marketing, Product, Creative, PR, Legal, and external agencies in fast-paced B2C tech environments. Delivered measurable results across over 7 European markets through data-driven decision-making, rigorous KPI tracking (CAC, ROAS, conversion), and actionable insights (in-house built Audience Insights suite) that maximized ROI.
- **Startup Advising & Mentorship** – Advised and mentored 100+ startups, scale-up and SMEs across different growth stages from pre-seed to Series C on Digital transformation and Go-To-Market execution, including business modelling, product positioning, content strategy, partnership strategies, that result in successfully securing investments for +£3M.

EXPERIENCE

VENTURE PARTNER, PRODUCT & Go-To-Market STRATEGY Platinum Balloon (AI Workflow Orchestration SaaS)

Jan 2025 – present

Collaborated cross-functionally with Product and Tech teams to define product strategy, feature priorities, key adoption factors for in-platform synthetic agentic experts' pipelines for faster Go-To-Market execution.

- Driving product marketing, pricing and positioning strategy adapting product narratives for enterprise agency market, successfully securing partnerships with key accounts (Omnicom)
- Collaborating with Product teams on feature definition and benefit articulation, translating complex AI capabilities (multi-agent orchestration, synthetic experts) into clear user value propositions / journeys
- Developing consumer facing touchpoints and sales enablement materials, product messaging, and GTM playbooks to accelerate sales cycles and improve win rates (78%)
- Increased lead generation by 35% YoY through strategic product positioning, targeted content, and cross-functional alignment with Product, Sales, and Tech teams
- Boosted partner-sourced pipeline by 28% YoY through custom partner marketing programs (training, co-marketing, technical workshops).

DIRECTOR OF INTEGRATED MARKETING, GLOBAL**Oct 2018 - Feb 2024****lastminute.com**

Directed end-to-end product marketing and integrated campaigns across European markets with strong UK focus, scaling B2B revenues from £18M to £40M+ ARR through omni-channel strategies, creator partnerships, and data-driven decision making.

- **Built in-house Creator Marketing function** managing 200+ UK influencers across 50+ integrated campaigns, pioneering social-first approach that delivered measurable engagement and conversion uplift
- Executed Visit England partnership campaign reaching 1.3M+ combined followers, producing 220+ content assets, and increasing brand engagement 35% MoM through authentic creator storytelling and strategic influencer selection
- Launched **in-house Data Insights division and market research team**, translating consumer behavioral insights and user needs into actionable insights that drove product and marketing recommendations
- Delivered 100+ **data-driven B2B and B2C integrated campaigns**, managing complete creative development, targeting, and omnichannel distribution across digital, social, email, offline, and experiential channels
- Implemented conversion optimisation strategies across booking funnel using A/B testing, behavioral analytics, and customer journey mapping to improve purchase completion rates
- Forged and activated strategic brand partnerships with **Twentieth Century Fox**, **Spotify**, and 20+ major UK/EU music festivals, generating 180M+ impressions and £1.8M earned media value
- Optimised **£10M+ marketing budget** with measurable ROI contributions, forecasting spend and measuring performance against KPIs (CAC, conversion rates, ROAS)
- Managed and coached team of 20+ remote marketing professionals across regions, acting as marketing liaison with Sales, Product, Finance, PR, and Legal teams in dynamic, fast-paced environment

HEAD OF BRAND AND CONTENT MARKETING**Oct 2012 - Sep 2018****lastminute.com**

Led multi-country B2C brand and content strategy across UK and EMEA markets, developing content-led, social-first campaigns across owned & paid channels (digital, social, TV, OOH) for the tech platform in a saturated travel market.

- Managed **£10M+ omnichannel campaigns**, optimising investment across digital, social, and ATL channels to scale ROAS to 5.9x, increase direct traffic by 22%, and drive 26% brand engagement uplift
- Directed high-profile entertainment sponsorships with **The X Factor** and **Got Talent** formats, delivering 220M+ consumer impressions and £3.5M+ media value across UK and France
- Spearheaded flagship brand campaign achieving 12% prompted brand awareness increase during highly competitive trading period
- Led two major rebranding projects, revamping brand strategy, messaging, and storytelling to reposition business across EMEA markets with culturally relevant positioning
- Designed and executed music festival partnerships across Europe, opening new audience segments and increasing cross-selling by 17% through content-led product marketing
- Led complex cross-functional projects managing teams of 70+ across Marketing, Creative, Media, Product, and external agencies, ensuring strategic alignment with C-level stakeholders

ACCOUNT DIRECTOR, GLOBAL CONSUMER CLIENTS**Sep 2009 -Aug 2012****McCann WorldGroup**

Led integrated marketing programs for global consumer brands (Mastercard, Nespresso, Samsung, Martini, Peroni, Citroen, Singapore Airlines) managing £150K+ annual retainers and cross-functional agency teams.

- Directed product communication campaigns for Singapore Airlines consumer products (Suites, Economy, inflight food/tech) and Peroni B2C product lines, driving brand awareness and consideration
- Managed crisis communications, PR, and institutional relations for FMCG and finance clients, protecting brand reputation during sensitive situations
- Direct report to Head of Corporate Communications, collaborating with Creative, Media, Strategy, and Client Services teams
- Gained deep understanding of agency operations, creative development processes, and client-agency dynamics that inform current work with enterprise agency clients

MENTOR and STARTUP ADVISOR (part-time)**Oct 2023 – present****Techstars & BPI** (British Recorded Music Industry)

Believing in the power of giving back, I provide strategic marketing, Go-To-Market, and business partnerships guidance to early-stage tech startups through BPI's accelerator program and Techstars' global network.

- Mentored 15+ startups across ticketing platforms, artist tools, and fan engagement apps – including three ventures tackling secondary ticketing challenges that result in securing investment for +£3M
- Advised founders on product positioning, partnership strategies, and integrated marketing approaches tailored to music industry stakeholders
- Connected startups with key decision-makers across UK tech industry, leveraging relationships built through tech circles, innovation forums and event partnerships
- Maintained pulse on music-tech innovation, AI applications in music, and emerging trends in fan-to-fan ticketing and creator economy

LIVE OPERATIONS & ARTIST COORDINATION (part-time)**Apr 2015 – present****Sofar Sounds** – London, UK

Fostering my deep love for music, I led operational delivery for 250+ intimate, ticketed live music events across London, managing end-to-end event execution from artist coordination to fan experience.

- Built and maintained relationships with 400+ emerging and established artists, independent venues, and host spaces across London's diverse music scene
- Managed ticket allocation, pricing strategies, and waitlist conversion for sold-out events, achieving 95%+ attendance rates and deep understanding of fan journey from discovery to door
- Personally oversaw event logistics, artist hospitality, fan check-in, and experience delivery, gaining intimate knowledge of what makes live events successful
- Cultivated passionate fan communities through targeted email campaigns and social media engagement, treating attendees as valued community members

OTHER STRATEGIC and ADVISORY ROLES

- **Venture Partner** – WHYRE (venture builder advisory, part-time) | May 2021 – Present
- **Integrated Brand Marketing & Partnerships** – BOB W. (tech hospitality scale-up) | Mar 2024 – Mar 2025
Led integrated marketing across 15 European markets for VC-backed Series B hospitality tech platform, building in-house content function and delivering +34% conversion improvement and +18% client retention in resource-lean environment.

AI & MARKETING TECHNOLOGY EXPERTISE

- **Gen AI Tools & Platforms:** ChatGPT Pro (advanced prompting, custom GPTs, automations), Claude Sonnet 4.5 (Skills, Code), n8n workflow automation, MCPs (Model Context Protocol), MS Copilot – Deep interest in Gemini's mass adoption potential spec. AI Studio, Flow suite, VEO3, and DeepMind research.
- **Creative AI:** CanvaAI, Sora2, Higgsfield, nanobanana, Kling2 and other multimodal platforms (Freepik)
- **Marketing Tech:** Salesforce, HubSpot, Google Analytics platforms, marketing automation, Asana
- **AI native applications:** Built complex automated workflows for competitive analysis, user journey mapping, content production pipelines, and distribution strategies; increased agency productivity by 40% through AI adoption programs
- **UK AI Ecosystem:** Active follower of UK AI landscape through Brent Hoberman/Founders Forum, TechNation initiatives, and AI regulation developments.

EDUCATION & CERTIFICATIONS

Gen AI Advanced Frameworking Masterclass, DeepLearning_AI Night School – London, UK

Master in Business Administration and Marketing Communications – IISD 24 Ore Business School Milan, IT

BA (Hons) Marketing & Communications – University of Trieste, IT

Available for contract opportunities | References available upon request