

FILIPPO NARCISI

BUSINESS DEVELOPMENT | PARTNERSHIPS | GROWTH

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Business Growth, Client Leadership and **Brand Strategy** professional with nearly a decade of experience helping international organisations unlock growth opportunities. Led strategic programmes worth over €5M, built trusted executive relationships and developed new business with some of the most successful global brands. Turning complex challenges into clear **decisions**, stronger **partnerships** and measurable **business results**.

EXPERIENCE

Interbrand

Associate Growth Director

JUL 2023 - TODAY

Client Partner

JUL 2021- 2023

Project Manager

MAY 2018- 2021

Achievements

- Generated over €2M in new business development
- Led client programmes worth up to €1M each across markets.
- Managed cross-functional teams of 10+ specialists.
- Built long-term partnerships with global brands including



- Presented, negotiated and influence at C-level
- Plan and execute go-to-market and transformation projects
- Analysed markets, consumer behaviour and competitors
- Identified growth opportunities and partner fit
- Monitored and optimised brand performance, KPIs and ROI,

Sky Italia

Marketing & Communication Specialist

NOV 2017 - MAY 2018

Early, specialist-level supported national marketing campaigns, contents development, audience engagement and execution. Internal stakeholder coordination, PR and campaign execution

iFlit app

Founder & Managing Director

DEC 2016 - DEC 2018

Co-founded an events discovery platform connecting people with local places. Defined business model, partnerships, GTM strategy, marketing and acquisition. Led business development, overall project's expansion and commercial conversations with venues and partners.

EDUCATION



Iulm University, Milan

2016-2019 Master Degree in Marketing & Brand Management

2016-2017 Open Innovation Lab, Business Accelerator

2013-2016 Degree in Corporate Communication

Key Areas & Discipline

- Business Strategy & Growth Planning
- PR & Corporate Communication
- Marketing & Business Management
- Economics, Market Analysis & Statistics
- Brand Building, Positioning & Product Launch

Languages

- Italian (Native)
- English (Fluent - Professional)
- Russian (Basic)

SKILLS

Commercial

- Business Development
- Sales Strategy & Negotiation
- Strategic Partnerships
- Pipeline Development & Growth Strategy
- Benchmarking, Context Analysis & Go-to-Market

Leadership

- Stakeholder Management
- Cross-functional Leadership
- Project Management
- Executive Communication
- Decision Making

Technical

- Microsoft Office Suite
- Adobe Creative Tools
- AI-Augmented Workflow & Productivity
- Interbrand Thinking & Making™

