

SABRINA LUCINI




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SUMMARY

Energetic and goal-oriented **C-Level** with extensive **Marketing**, eCommerce, **Digital** and CRM experience in large **Multinational companies** (IKEA, Accenture, Danone Group, Novartis).
Succesfully guided large Business Units with Turnover up to € 70 million and 350+ co-workers.
Board Member at Valore D (2011-2014).
Mentor for Innovative Start-up at Bocconi 4 Innovation (2023)

WORK EXPERIENCE

- **Independent Business Consultant** Feb 2023 - current
- **Marketing & Digital Director - Yamamay & Carpisa** Gen 2021 - Gen 2023
In charge of Commerce, Digital Marketing ,CRM, Customer Service 
- **Principal Director - Accenture Strategy and Consulting** 2018 -Gen 2021
Supporting Retail, Fashion and Pharma Companies accelerating their Business Growth through Digital/Omni-channel transformation. 
- **10 years experience in different roles with growing responsibilities** 
IKEA Italia Retail Sept 2007- Jan 2018
 - **Country eCommerce Manager - IKEA Italia Retail** Oct 2011 - January 2018
Guided eCommerce launch as global pilot and succesfully managed the online Business growth. Secured a solid Omnichannel strategy and roadmap.
 - **Head of Country Strategic Plan - IKEA Italia Retail** June 2015 - June 2017
Orchestrated the Country 3 years Business plan coordinating all Central Functions and Stores
 - **Business Leader Living Room - IKEA Genova Store** March 2010 - Aug 2011
 - **Deputy Store Manager - IKEA Italia Retail Genova** Sept 2007 - Feb 2010
- **Marketing manager - CartaFacile Spa CartaSi group** Feb 2003 - Jun 2007
- **Senior Brand manager - Novartis Consumer Health** Dec 2000 - Jan 2003
- **Brand manager - Galbani - Danone Group** Jan 1999 - Dec 2000
- **Junior Category Manager - The Walt Disney Company** May 1998 - Dec 1998
- **Account Executive - Grey Worldwide (Advertising)** Sept 1996 - Apr 1998

OTHER ACTIVITIES

- **Board member - Valore D** 2011-2014
- **Mentor - Bocconi 4 Innovation**

EDUCATION HISTORY

- **TEB** The effective Board - Ned Community (2023 in corso)
- **In The Boardroom** – 1 year Board member programme (Valore D, 2014)
- **Master in Marketing and Communication** (1996, Publitalia '80, Milan)
- **Degree in Business Administration -Marketing** (107/110, "Bocconi", Milano)
- **Maturità Classica** (60/60) - Liceo Classico B. Zucchi Monza