



ASIA BUSINESS DEVELOPMENT CONSULTANT

FILIPPO LUBRANO

LA SPEZIA, 17/11/83



FILIPPO.LUBRANO@GMAIL.COM
VIA FIUME 12 – 19121 LA SPEZIA,
ITALY



+39 340 32 12 763



<https://it.linkedin.com/in/filippo-lubrano-5368713>

PROFESSIONAL GOALS

Learning at least 2 new things every day

SKILLS

I've always been working on exports and internationalization, mostly in Africa, Middle and Far East. I never lose sight of the big picture: this, together with a drill-down capability and my engineering background are my best atouts

WORK EXPERIENCE

ASIA BUSINESS DEVELOPMENT CONSULTANT @ SCHIFFINI, LA SPEZIA

April 2017 - today

- Sales: Business Development on Asian market for the premium Italian kitchen brand. After 6 months it has become the biggest one for the company, accounting for > 50% of the revenues.
- Marketing: Market analysis, Mystery Shopping, Price Positioning, Advertisement Planning (online/offline)

FOUNDER @ ASIALIZE, ITALY / SHANGHAI

August 2018 - today

- Co-Founder of the company focused on marketing (WeChat) services, logistics, distribution, legal services.
 - Main industries expertise: Food, furniture, tourism

FOUNDER @ EATTIAMO, LA SPEZIA / NEW YORK

November 2014 - today

- Co-Founder of Eattiamo startup, the first food subscription box service of artisanal Italian food available in the US
- Launch of the American market (opening of NYC branch in April 2016) and scale up from 0 to 300 boxes/month.
- One year full-time on the job managing the operations from a logistic, financial and marketing point of view + investors

SOUTH EAST ASIA MARKETING MANAGER @ IVECO, TURIN & BANGKOK

February 2008 – April 2016

- Competition analysis, macroeconomic focus on the region, pricing strategy and positioning
- New product launches and New branch opening events (Gwangju, South Korea 2015) + marketing campaigns
- Previous roles in the company: Product Marketing Manager APAC (2012-2014), Program Manager International Operations / Business Development Africa & Middle East

INTERNATIONALIZATION MANAGER @ LA SPEZIA YACHT DESIGN UNIVERSITY, LA SPEZIA - ITALY

September 2013 – April 2016

- Set up of partnerships with Zhuhai (China) University, incubation projects and more





PURCHASING MANAGER FOR LCC @ DCNS, PARIS

September 2007 – January 2008

- Sourcing in low cost countries
- Marketing analysis on suppliers' portfolio

EDUCATION

MBA

September 2011 – May 2013 University of Turin, Italy

The program has been sponsored by Fiat Group, who selected the 30 best young talents of the company

MANAGEMENT ENGINEERING

September 2002 – July 2007 University of Pisa

Master Degree, thesis on Change Management of MTU France company (internship in Paris, France)

HOBBIES & OTHER INTERESTS

LANGUAGES

- Italian: mother language
- English: excellent
- French: very good
- Spanish: good
- Thai: beginner
- Chinese: beginner

WRITING

I am a journalist since 2006. I wrote two novels in Italian and I practice poetry slams all over Italy and abroad.

ASSOCIATIONS

I was the cofounder of Sun-TIMES, a creative agency based in La Spezia, and part of RENA, the network for Italian excellence.

HOBBIES

I love reading, writing, playing basketball and chess, and I have a clue on geography and travels (I visited more than 70 countries)