



## Fiamma Panerai

**Regional Brand Marketing Manger  
Chalhoub Group**

Over the past 10 years, my professional experience has been based on both agency and client side (monobrand and multibrand –distributor-) experience in curating luxury brands and creating digital-first marketing strategies, including omnichannel activations, surfacing relevant trends, and providing comprehensive guidelines for commercial implementation. For the past 5 years I've been in leadership roles in international businesses.

I've earned a master degree in both Marketing Management and Luxury Business Management yet I learn something new every day.

My multidisciplinary profile adds value to different business areas based on core strengths such a:

- Business development: Identify, develop and implement growth opportunities and drive business value.
- Brand management: Brand identity development and curation and adaptation to the nuances of each market.
- Market intelligence: Audience profiling, customer segmentation and CRM opportunities based on customer decision making journeys.
- Marketing strategy: Identify optimal action plans to overcome market challenges or reach specific targets for brand and product launches or relaunches.
- Communications planning: Set the guidelines of communication strategies to reach and engage target audiences, enhancing brand experiences in the most effective touchpoints, including POS.