

MELCHIORRE DROGO detto RINO



it.linkedin.com/pub/rino-drogo



GENERAL PRESENTATION

Communication expert managing complex projects for the launching of durable goods using a whole variety of communication tools.

Twenty years of experience in the automotive sector dealing with Italian and International customers for advertising agencies as well as with companies by budgeting the communication and the relevant production for the business of the Fiat Group.

Twenty years of experience in the organization of events and management of sponsorship.

Strengths: creative project-complex management involving cross-disciplinary efforts, such as dealing with the budgeting and the financial side; team management skills (up to 24 people) by offering career progression developments.

PROFESSIONAL EXPERIENCES

ZAGATO - MILANO

2020 - today

Marketing and Communication Manager, managing all PR activities for Zagato Car, responsible of all marketing activities of Iso Rivolta brand re-birth. I worked for two years on digitizing the Zagato archive, retrieving all the paper sources available in the company.

IMXHK International Hong Kong Motorshow

2019 – today

Marketing and Commercial Consultant to support the organization of IMXHK – International Hong Kong Motor show. After the the year of stop due to the Covid 19, I worked to the first edition of 2021, working as european ambassador and marketing and commercial consultant.

ALIAN SARL MARTIGNY (CH)

2018 – June 2019

Manager for a Sport Management company, focused on the organization of motor events. Strategic and organizative support on the project for the first International Hong Kong Motor Show. Strategic support for the organization of a World Motocros Championship race in Hong Kong.

MODENA FIERE - MODENA

2018 - 2019

Professional consultancy in the organization of the first Moto Valley Fest in Modena

BOLOGNA FIERE SPA - BOLOGNA

2016-2018

Bologna Motorshow Manager, the greatest italian motor event. I was committed to reviving a prolonged period of crisis resulting in it being cancelled in 2013 and 2015 . In the space of 3 years we managed to bring the event back to its glory days, achieving great success with both visitors and exhibitors.

MARTINI6 SPA MILANO-ROMA

2015-2016

CEO and member of the Board of Directors, operating in big institutional events working for important client such as ENI, ENEL, POSTE ITALIANE, Gruppo Grand Stazioni.
Total budget up to 8 millions euro, team of 27 people

PUBLICIS ITALIA MILANO ROMA

2014-2015

Client Service Director and Director Rome office. Working on the total communication budget of Renault and Dacia. Responsible for special project for all the agency's clients.
Total budget up to 5 millions euro, team of 22 people

LANCIA - Marketing and Communication Manager
2013 - 2014

Marketing and communication manager Lancia responsible for the all the media and advertising campaigns above -the-line and below-the-line in the EMEA area and in charge of the strategic planning, the media planning, and the different investments in the media market.

Achievement: Market consolidation in Italy up to 4.5% with just a model in range.

Managing production's budgeting of 8 million euro in relation to the target saving of 24%.

FIAT GROUP - BRAND PROMOTION MANAGER
2007 –2014

Responsible for the company's licensing and different co-marketing. Management of all the brand extension's activities through licensing agreements and co-marketing strategies with national as well as international brands.

Among the most relevant collaborations different joint ventures - such as: for the Fiat 500 model with the Barbi brand of the Mattel group; for the Fiat 500 special editions in partnership with Diesel, Gucci and GQ; and last but not least the special edition of Lancia Y with Elle Magazine - can be mentioned. Achievement: increasing of the brand awareness as well as the general brand reputation of the whole group.

Annual loyalty increase up to 2million euro.

Sponsoring manager. Sports sponsorship agreement and management of the activation to back the aforementioned sponsorships. Among the most important collaborations: the sponsorship of Yamaha Racing Team with Fiat, the one with Juventus with Jeep, the one of Superbike championship with Alfa Romeo, the one of the Italian national champion football league and Coni with Fiat.

Management of non-sportive sponsorships such as the one of the Venice Film Festival with Lancia.

Since 2012 management of all the activities in relation to the sponsorship of Expo 2015 with the Fiat group, from the contract settlement up to the sponsorships' activations.

Achievements: management of the total budget up to 15 million euro per annum. Unexpected media return from the sponsorships: Yamaha and Jeep case history.

Motorshow event manager for the whole brands's group for the International Car show in EMEA from the project's planning to the execution of the stand.

Achievement: in line with the given budget and despite its further reductions no negative implications on the final result. Budget per year: more than 15 million euro.

Event manager for the launching of new cars and press presentation management with fully responsibility for the presentation of the event to the public. Striking media events have always been used in order to show the products to the press.

Achievement: 200.000 people attending the event in July 2007; 4.000 car collectionist from all over the world attending despite the Alfa Romeo's hundredth anniversary in 2010. Budget per year: 3 million euro except for 2007 with a budget of 12 million euro.

Institutional Relation manager for FIAT GROUP Organization of the first Investor Day to show media, political institutions, trades, and international financial community the first investment plan in the Chrysler Head quarter in Auburn Hills (Michigan USA).

FIAT ADVERTISING MANAGER
2010 - 2013

Responsible for the all the media advertising campaigns above-the-line and below-the-line in EMEA.

Achievement: New Panda and Fiat 500 L launch; realization of promotional advertising campaign for the Italian market using testimonials. Management of the total budget up to 20 million euro in relation to the target saving of 10% per year.

LANCIA ADVERTISING MANAGER
2008 - 2010

Responsible for all the communication activities and the realization of all the advertising campaigns in the EMEA area.

Achievement: run-out 3 door Ypsilon. Launch of the new 5 door Ypsilon. Brand attainment of the highest market share in Italy in 2009. Management of the total budget up to 12 million euro per year.

LEO BURNETT - TORINO

1997-2007

Client Service Director

As FIAT and FIAT professional client in charge of the Italian market up to 2005 and then for the entire Europe. Management of a team of 15 people for the most important client in Italian's Leo Burnett Agency and coordination of the different agencies which worked for the FIAT group in the various countries.

Achievement: Increase of the predetermined income so that to make FIAT the most important client in the agency.

INTERNATIONAL ADVERTISING AGENCIES (YOUNG & RUBICAM – BBDO)

1987 -1997

In these years working in national advertising agencies and international network has provided the opportunity to progress from an Executive Account position to the one of Director of the Rome headquarter dealing with Automotive clients (Alfa Romeo Toyota, Ford, Rover /Land Rover)

EDUCATION

Università Commerciale Luigi Bocconi, Bachelor and Master degree in Economics.

LANGUAGE KNOWLEDGE

> English: Intermediate level

> French: Elementary level

EXPERIENCE

Deep knowledge of the Automotive sector;
management of complex project;
team management and team building.

PASSIONS

Car History

Books

Sport management

Autorizzo il trattamento dei miei dati personali ai sensi del Decreto Legislativo 30 giugno 2003, n.196 e succ. mod.
"Codice in materia di protezione dei dati personali"