

FABRIZIO RINALDI

Marketing | Digital Innovation & Growth Hacking

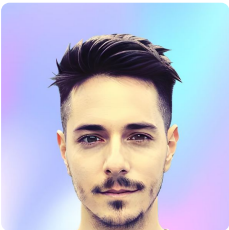
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Milano, Lombardia, Italia



SUMMARY

Passionate brand strategy and digital communication Leader with 15+ years of experience in integrated Strategy and Planning, Digital Innovation, Brand Communication and Consumer Experience building. Currently Business Solutions Lead @ eBay, my multi-disciplinary career includes delivering award winning advertising campaigns in Global Digital Agencies under the WPP group, complex Digital Transformation initiatives in Luxury Fashion houses such as Versace and Giorgio Armani

EXPERIENCE

Business Solutions Lead

eBay

01/2025 Milan, Italy

The Connected Product team operates at the intersection of sustainability, technology, marketing, e-commerce and circularity allowing Fashion brands to unlock the transformational power of Connected Products. As Business Solutions Lead (BSL), I play a key role within the Business Development team responsible for enabling eBay's connected ecosystem to scale across Fashion clients and partners. The BSL supports in the definition of eBay's Go To Market Strategy, promotes awareness and thought leadership of Connected Products, drives the conversation with clients to define, scope and implement end-to-end solutions. Bridging business needs, consumer experiences, technical requirements, Supply Chain and Partner capabilities. My current scope includes:

- Solutions and Strategy: actively supporting Business Development by designing the Go To Market Strategy
- Contributing to the group-wide architectural vision by helping shape the design, governance, and market of scalable partner integrations
- Developing Thought leadership within the Fashion industry to raise awareness of Connected Products, actively support partnership development and networking

Head of Innovation and Digital Transformation

Giorgio Armani

02/2022 - 01/2025 Milano, Lombardia, Italia

The Innovation and Digital Transformation (IDT) function that I led in Giorgio Armani takes charge of digital delivery with an omnichannel view of the business, it promotes significant positive change and integration across both corporate and operations. Key objectives:

- Expand two strategic areas: Digital Factory [Digital Twins, 3D prototyping and printing, Virtual Showrooms and online configurators] and consolidate product Traceability and brand Transparency [Digital Passport, RFID]
- Support CEO in developing a long term vision and promoting digital solutions to drive technological, cultural and process innovation across the business

STRENGTHS

- Passionate Leader**

I consider myself an expert in driving innovation and digital transformation to create measurable positive change and value across the whole business.
- Expert in Integrated Marketing**

Skilled in dealing with Brand communication plans from inception to completion with great efficiency with both small and big teams
- Strategic Growth Hacker**

Capable of devising and implementing growth strategies

SKILLS

Growth Hacking		
Go To Market Strategy		
Business Development		
Project Management	Omnichannel	
Media Planning	Data Integration	
Digital Strategy	Retail Operations	
Logistics & Supply Chain		
Event Management		
Marketing Communication	Digital PR	
Change Management	Retail	CRM
Social Media		

LANGUAGES

English	Native	
Italian	Native	
French	Advanced	

EXPERIENCE

Global Head of Digital | Innovation

Versace

📅 01/2018 - 04/2022 📍 Milan Area, Italy

Global head of digital marketing focusing on efficiency and innovation across digital touchpoints and internal workstreams.

- Lead data-driven content strategies to reach new customers via Influencer outreach, social media and media partnerships
- Unify customer profiles and brand metrics across Earned, Owned and Media channels
- Enhance customer experience across digital touchpoints with an omnichannel view
- Develop new B2B strategies (Virtual Showroom)

EMEA Strategy & Social Media Director

WPP | Ogilvy and Wunderman Thompson

📅 01/2012 - 01/2018 📍 London, United Kingdom

Social Media Marketing Director for Ford Motor Company [agency side], coordinating pan European communication campaigns in 26 markets.

- Develop and execute European Media and social media campaigns (Paid, earned and owned)
- Author and Guardian of centrally built Brand strategies
- Reporting of market performances

Social Media Planner, Brand reputation analyst

Teads

📅 06/2009 - 01/2012 📍 Rome Area, Italy

Collaborated with bloggers and organized web contests for brands through buzz campaigns at Teads.

- Coordinate social media campaigns
- Collaborate with bloggers
- Monitor brands' e-Reputation
- Coordinate offline events and media relations

ANGEL INVESTOR



ARTKNIT STUDIOS

As a private investor in Artknit Studios, I'm supporting a new paradigm in fashion - one grounded in radical transparency, sustainability, and digital-native craftsmanship. Artknit is redefining how luxury knitwear is designed, produced, and distributed: made in Italy, with natural fibers, and sold directly to conscious consumers.



2 WATCH

2WATCH is 12th fastest growing startup in Europe in 2025. An Entertainment Hub for new generations, a space where media, technology, and innovation seamlessly come together. We create engaging phygital formats and experiences, highlighting the most beloved faces of the new generations.

EDUCATION

Lecturer in Digital Marketing and Innovation Management

24 Ore Business School

📅 2022 - 2024

International Economics and Business

Università degli studi del Molise

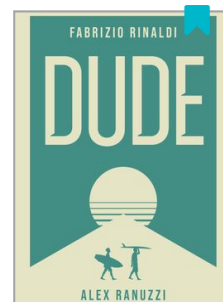
📅 2006 - 2009

AUTHOR OF...



INNOVATION WAVES

Podcast and Blog



DUDE

Book