DIGITAL STRATEGIST & INNOVATION LEADER | SYSTEMS THINKER

FABRIZIO RINALDI

X: 45.4642° / Y: 9.1900°

Passionate AI, brand strategy and digital communication leader with 16+ years of experience in integrated strategy, digital innovation, brand communication and consumer experience building.

I Live in the interception between bits and atoms. Helping brands, organisations and teams turn technology into a growth opportunity- connecting strategy, customer experience, operations and culture.



MILAN, ITALY

16+ YEARS EXP.

3 LANGUAGES

26 MARKETS

3 INVESTMENTS

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LinkedIn profile

Milano, Lombardia, Italia

CAREER

EXPERIENCE

Σ / 16+ YEARS

Business Solutions Lead | Product Strategy

01/2025 — Present

Milan, Italy

eBay

Working at the intersection of sustainability, technology, marketing, e-commerce and AI, enabling fashion brands to unlock the transformational potential of connected products.

- Designing go-to-market strategy and scalable partner-integration solutions for business development.
- Helping shape the design, governance and market vision of an ecosystem built to scale.
- Developing thought leadership for the fashion industry, partnership development and networking.

Head of Innovation & Digital Transformation

02/2022 — 01/2025

Milan, Italy

Giorgio Armani

Led the Innovation and Digital Transformation function with an omnichannel view of the business, promoting meaningful integration across corporate and operations.

- Expanded Digital Factory capabilities: AI process optimization, digital twins, 3D prototyping, virtual showrooms and online configurators.
- Consolidated product traceability and transparency through digital passports and RFID.
- Supported the CEO in shaping a long-term vision for technological, cultural and process innovation.

Global Head of Digital Strategy | Innovation

01/2018 — 04/2022

Milan Area, Italy

Versace

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

- Led data-driven content strategies through influencer outreach, social media and media partnerships.
- Unified customer profiles and brand metrics across earned, owned and paid media channels.
- Enhanced omnichannel customer experience and developed new B2B virtual-showroom strategies.

EMEA Strategy & Social Media Director

01/2012 — 01/2018

London, United Kingdom

WPP | Ogilvy and Wunderman Thompson

Social Media Marketing Director for Ford Motor Company, coordinating pan-European communication campaigns across 26 markets.

- Developed and executed European media and social media programmes across paid, earned and owned channels.
- Authored and safeguarded central brand strategy while enabling local market activation.
- Reported market performance to drive ongoing optimisation.

Social Media Planner & Brand Reputation Analyst

06/2009 — 01/2012

Rome, Italy

Teads

Collaborated with bloggers and organised web contests for brand buzz campaigns, combining social planning with reputation intelligence.

- Coordinated social media campaigns, blogger relations and offline events.
- Monitored brands' digital reputation and surfaced actionable insights.

COMPETENCIES

SKILLS

AI × CX × OPS

- AI
- GenAI
- Growth Hacking
- Go-To-Market Strategy
- Business Development
- Project Management
- Omnichannel
- Media Planning
- Data Integration
- Digital Strategy
- Retail Operations
- Logistics & Supply Chain
- Marketing Communication
- Change Management
- Retail CRM
- Social Media
- Brand Strategy
- Digital Innovation
- Consumer Experience
- E-commerce

WHAT I BRING

STRENGTHS

Δ / PEOPLE + SYSTEMS

Passionate Tech Leader

I drive innovation and digital transformation to create measurable positive change across the whole business, carefully balancing AI and human value.

Expert in Integrated Marketing

I build brand communication plans from inception to completion, with confidence across both small and large teams.

Strategic Growth Hacker

I devise and implement growth strategies that deliver measurable outcomes across diverse channels, audiences and markets.

OTHER RELEVANT STUFF I DO

SIDE QUESTS...

∞ / CURIOSITY



BOOK

Raising Humans

A practical guide for parents in the age of artificial intelligence. It proposes the Orchestrator Parent: an intentional guide who balances digital exposure with nature, free play, moral anchoring and meaningful human relationships.

Buy on Amazon ↗



PODCAST & BLOG

Innovation Waves

A blog and podcast at the intersection of digital innovation, marketing strategy and the future of technology, from AI and transformation to brand strategy and growth.

Listen on Spotify ↗



YOUTUBE CHANNEL

Il Mondo di Aurora

A family-friendly YouTube channel of songs, nursery rhymes and stories, created for children to sing, dance and explore imaginative adventures together in a safe, joyful space.

Watch on YouTube ↗



BOOK

Dude

A novel about surfing and the art of going with the flow — a journey of inner discovery toward the perfect wave and a spontaneous fusion with life itself.

Buy on Amazon ↗

VENTURES

ANGEL INVESTOR

NETWORK → VALUE

ARTKNIT STUDIOS

Supporting a new fashion paradigm grounded in radical transparency, sustainability and digital-native craftsmanship: Italian knitwear made with natural fibres and sold directly to conscious consumers.

artknit-studios.com ↗

2WATCH

An entertainment hub for new generations, where media, technology and innovation come together in engaging phygital formats and experiences.

2w.gg ↗

AURALYS

A ready-to-use virtual studio and streaming space that combines a professional green screen, Vive Mars tracking, Blackmagic cameras, Unreal Engine virtual sets and accessible virtual production.

auralys.it ↗

ACADEMIC BACKGROUND

EDUCATION

∫ LEARN / APPLY

Ethics of Artificial Intelligence
[Global MOOC]

UNESCO and LG AI Research

2026

Lecturer in Digital Marketing & Innovation Management

24 Ore Business School

2022 — 2024

International Economics & Business

Università degli Studi del Molise

2006 — 2009

COMMUNICATION

LANGUAGES

English — Native

Italian — Native

French — Advanced

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