

Danny Buccilli

Telephone (+39) 320.6750076 / (+49) 176.81506530

E-mail info@dannybuccilli.com

Website www.dannybuccilli.com



I am a true believer that the constant development of our own Emotional Intelligence can make the world a better place and I'm also certain that the opportunities we get in life are also those that we allow ourselves to have. These beliefs together with the need of doing my share to live in a more welcoming world, pushed me to start developing the Coach in me. Over the past 2 years I have been enjoying supporting my coachees in their discovery process and helping them see the unique qualities that make them shine. Creativity, curiosity and can do attitude are always present in each and every coaching path I take, and they never stop amazing me. Lately I have been exploring also the Voice Dialogue facilitation technique as a powerful tool to unleash our internal resources and use them purposefully in order to allow us to achieve our goals. My mission is to foster the discovery of our selves as inexhaustible engines of energy. I believe that Coaching can bring out our personal talents and help us discover the best version of ourselves.

Furthermore, behind me I have a decade of business experience, having held managerial roles in the marketing area of a few multinational consumer goods companies in Europe. I am also the co-founder of small online businesses in the field of e-commerce and the teaching of foreign languages.

PROFESSIONAL EXPERIENCE

01/2021 → **Danny Buccilli, Life & Business Coaching, Munich (Germany)**



01/2021 → **Owner**

Working with highly motivated people that are looking for improvement either personal or professional. We start from concrete objectives and craft out a plan to turn them into tangible results.

Along the journey I use diverse techniques, including Emotional Intelligence Skills as well as Voice Dialogue Facilitation.

Main focus areas of my life coaching service: personal development, relationships, gender & diversity, expat life.

Main focus areas of my business coaching service: work-life balance, leadership development, business growth.

11/2020 – 05/2021 **Business Professional Women club Ticino, Lugano (Switzerland)**



11/2020 – 05/2021 **Life & Business Coach**

I have activated a series of coaching paths with the Business Professional Women Mentors at USI (Università della Svizzera Italiana) aimed at supporting them in developing within their roles and strengthen their partnership with their respective Mentees.

06/2020 → **Asterys Lab, Rome (Italy)**



06/2020 → **Coach – Team Pegasus**

I'm coaching new clients of the coaching and facilitation school supporting them in their journey to become professional coaches.

09/2018 → **Essity GmbH, Munich (Germany)**



09/2018 → **Global Brand Communication Manager (Lotus, Zewa, Cushelle)**

*Responsible for: leading the **communication development and planning** process along the consumer journey and the development of **global B2C brand communication** / analyzing **Brand Health**, advertising and other communication metrics to understand effectiveness and recommend improvements / developing the **strategic media plan and media recommendations** for the Markets / analyzing **ROI** of different media approaches and share best practice across markets / leadership & management of communication and media agencies / budget management for respective projects.*

05/2016 – 09/2018 **Reckitt Benckiser GmbH, Heidelberg (Germany)**



05/2016 – 09/2018 **Senior Brand Manager ENA (brands: Scholl/Amope)**

Responsible for the **Brand Equity and marketing strategy** development for the given brand throughout **Europe, North America and Australia**. Key skills developed in this role: development and reflection of the **brand footprint into different comms touchpoints**, translation of **consumer and market insights** into actions, transformation of **media and comms challenges** into opportunities, balancing between global mindset and regional needs. Main challenge: deployment of successful **Strategic Communication Platform** toolkit to the region, encompassing consumer/target group insights, creative assets/comms, media and activation plan. **Manager of 2 FTE**.

02/2014 – 04/2016 **Ferrero Trading Lux, Luxembourg (Luxembourg)**



11/2015 – 04/2016 **Brand Manager Israel & Caucasus (brands: Kinder range)**

Management and full responsibility over the **local marketing plan** for Kinder brands in the regions (Israel & Caucasus). Main tasks included the management of the following: **ATL & BTL, A&P** full responsibility, **market research and insights generation**, competitive analysis.

11/2015 – 04/2016 **Brand Manager French Islands (brands: entire Ferrero portfolio)**

In charge of the creation and execution of the **short- and medium-term marketing plans** for the entire Ferrero portfolio for the assigned region. Markets falling under this region are very scattered, but unified by a common language (French) and at the same time much diverse among each other (geographic & cultural distance). To this end it was crucial for me to **strike synergies** and find a good balance between **resources optimization & local relevancy**. Main tasks included the management and full responsibility of **ATL, BTL and A&P** for the whole Ferrero portfolio.

02/2014 – 11/2015 **Brand Manager Middle East & North Africa (brands: Ferrero Rocher & Ferrero Collection)**

In charge of the creation and execution of the **short- and medium-term marketing plans** for 17 countries in the assigned region. My main tasks included the management of the following: **ATL & BTL** support to **brand positioning/repositioning**, A&P budget maximization, market research and **insights generation**, **market tests** support and evaluation, **competitive analyses** and internal reports to line and top management.

05/2012 – 01/2014 **H.J. Heinz Italia S.p.A., Milan (Italy)**



09/2012 – 01/2014 **Infant Formulae & Medical Food Junior Product Manager (brands: Plasmon, Nipiol, BiAglut & Aprotin)**

Within the company's prescriptive Business Unit (Pharmacy, Specialist and Retail Channels) in the Infant Formulae division, directly responding to the Marketing Manager, I was responsible for: **portfolio strategy**, product performance analysis, product positioning, **commercial plans definition** together with trade marketing team (Specialist & Retail Channels), **new products concept definition and launch** (together with R&D and nutrition teams), **category communication strategy**, **sales forecast**, packaging restyling, data analysis and reporting, POP & scientific materials intended for points of sales and Medical Detailing network. Given my previous experience in the Medical Food division, I was often involved in ad hoc projects for BiAglut (gluten free brand in Pharmacy, Specialist & Retail Channels) and Aprotin (low protein brand in Pharmacy & Specialist Channels).

05/2012 – 09/2012 **Low Protein Product Manager Assistant (brand: Aprotin)**

Within the company's prescriptive Business Unit (Pharmacy & Specialist Channel), in the Medical Food division, responding to the Low Protein Senior Product Manager I was responsible for **data analysis and reporting**, **packaging restyling**, new products launch support, **internal & external communication** through:

a print campaign, new institutional website & on-line community launch, POP & scientific materials intended for points of sales and Medical Detailing network.

EDUCATION

- 09/2020 – 03/2021 Asterys Lab, Rome (Italy), **“Voice Dialogue Skills & Advanced”**
ICF-certified program to become Voice Dialogue Facilitator
- 11/2020 Six Seconds, Bologna (Italy), **“EQ Practitioner Certification”**
ICF-certified program to become Emotional Intelligence Practitioner
- 06/2020 – 11/2020 Six Seconds, Bologna (Italy), **“Brain Profile Certification”**
ICF-certified program to become Brain Style, Talents and Success Factors Assessor
- 06/2020 – 11/2020 Six Seconds, Bologna (Italy), **“EQ Assessor Certification”**
ICF-certified master program to become Emotional Intelligence Assessor
- 06/2019 – 02/2020 Asterys Lab, Rome (Italy), **“Accredited Professional Coaching Mastery”**
ICF-certified master program to become life & business COACH
- 09/2010 – 05/2012 Double Degree Program: Queen’s School of Business, **“Master of International Business”**,
Kingston, Ontario (Canada), GPA 3.83
- 09/2009 – 03/2012 “Luigi Bocconi” University, Milan (Italy), **“Marketing Management” Master of Science**, final mark
110/110
- 09/2005 – 02/2009 “Carlo Bo” University, Urbino (Italy), Bachelor of Science in **Foreign Languages and Business
Culture**, final mark 110/110 cum laude
- 09/2000 – 07/2005 “G. Vico” High School, Sulmona (Italy), **Linguistic High School Diploma**, final mark 100/100

LANGUAGE SKILLS

ITALIAN: Mother tongue **ENGLISH:** fluent **GERMAN:** intermediate **FRENCH:** basic **SPANISH:** basic

OTHER

- 12/2020 International Coach Federation (ICF), **Accredited Certified Coach Certification (ACC)**
- 10/2020 Associazione Italiana Coach Professionisti (AICP) – **Associate Member**
- 02/2020 International Coach Federation (ICF), Global Chapter – **Associate Member**
- 02/2020 International Coach Federation (ICF), Italian Chapter – **Associate Member**
- 11/2019 → ispeakezy, **Co-founder & Digital Manager**
Launched online language learning platform to sell English and Spanish courses delivered by highly qualified teachers. Key tasks: own website design and management including PPC and SEO strategy; Google Business Platform management; CRM program; LinkedIn, Google & Facebook Ads;
- 04/2016 → La Bottega di Anna, **Co-founder & E-commerce Manager**
Launched family owned online business “La Bottega di Anna”, and currently responsible for the e-commerce and digital strategy management. Key tasks: own website design and management including PPC and SEO

strategy; Amazon Seller Central, Etsy, Miss Hobby & Google Business Platforms management; CRM programs; Google & Facebook Ads; partnerships and bloggers collaborations;

01/2011 – 04/2011 Italian Chamber of Commerce Canada West – Vancouver (Canada) – **Trade Analyst**

03/2010 L'Oréal Italia Spa, Milan (Italy) – **In-company training**, Teamwork for a business case solution

10/2008 – 11/2008 LAFARGE GESSI S.p.a. Corfinio (Italy), **Logistic Support Internship**

07/2008 **Scholarship from DAAD** (Deutscher Akademischer Austausch Dienst), Summer course **"Management und Wirtschaft"**, Hochschule Bremen – University of Applied Sciences, Germany

08/2007 **Scholarship from "Carlo Bo" University** to attend the summer course **"Deutsche Sprache und Landeskunde"** at Technische Universität Carolo-Wilhelmina, Braunschweig, Germany

08/2003 – 04/2004 **Member of the Voluntary Association "ARACNIA"**

Hobbies Web marketing, adventure travelling, concerts, photography