



## Simone Mattia Fortunini

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### SENIOR MARKETING AND DIGITAL COMMERCE LEADER

After 15+ years leading global integrated marketing across Amazon and Prime Video, I joined On in Zürich to scale brand-led digital go-to-market and Apparel category growth globally.

I connect marketing strategy and digital commerce execution, aligning Brand, Creative, Merchandising, Analytics, and Product to drive growth across Digital channels.

#### EXPERIENCE

##### GLOBAL DIGITAL CATEGORY MANAGEMENT LEAD

March 2026 - Present

ON, Zürich, Switzerland.

*Leading global digital category growth for Apparel and Accessories, connecting brand storytelling, onsite experience, CRM, and paid media with a commercial lens.*

- **Own the digital commercial roadmap for Apparel and Accessories**, translating product, merchandising, and marketing priorities into scalable demand generation and conversion initiatives aligned with long-range growth plans.
- **Drive full-funnel category performance** by aligning CRM, paid media, onsite merchandising, and content around category priorities across awareness, demand generation, conversion, and retention.
- **Define category-led merchandising strategy** including product prioritization, landing experiences, and digital storytelling that converts brand momentum into commercial outcomes.
- **Act as the digital counterpart for the Apparel category** across Marketing, Merchandising, and Commercial teams, ensuring priorities are executed across global markets and digital channels.
- **Translate product innovations and seasonal narratives into high-performing digital journeys** across ecommerce and the On App, in partnership with Brand, Creative, and Product.

##### GLOBAL DIGITALS CAMPAIGNS LEAD

April 2025 - March 2026

ON, Zürich, Switzerland.

*Led global digital go-to-market execution for Apparel and Accessories, orchestrating onsite, CRM, and paid activation.*

- **End-to-end digital campaign orchestration:** Designed and executed global campaign strategies across onsite, CRM, and paid media, aligning product storytelling, channel mix, and digital experiences.
- **Driving commercial outcomes through digital ecosystems:** Built full-funnel digital journeys translating campaign narratives into demand generation, product discovery, and conversion across ecommerce and lifecycle channels.
- **Elevating digital maturity for the Apparel category:** Led initiatives to strengthen digital storytelling and merchandising for Apparel, transforming fragmented product narratives into scalable category pillars such as Apparel Technology and Tights.
- **Innovating digital campaign mechanics:** Introduced new digital formats, creator-driven paid content experiments, and bestseller-driven landing experiences to improve engagement and conversion.
- **Cross-functional stakeholder leadership:** Partnered with senior stakeholders across Brand, Commercial, and Digital leadership to define campaign strategy, align execution, and report performance insights.
- **Proven commercial impact:** Delivered measurable results including record-performing CRM sends, significant traffic increases to Apparel landing experiences, and large-scale awareness through digital media activation.

##### SENIOR BRAND MARKETING MANAGER

October 2021 - March 2025

AMAZON PRIME VIDEO, Madrid, Spain.

*Leading end-to-end brand strategy and marketing campaigns for global streaming platform.*

- **Strategic Leadership:** Enhanced brand presence and drove audience growth, managing an integrated budget exceeding €1.5M per campaign, across offline, digital, social, and PR channels.
- **Campaign Excellence:** Launched 10+ original shows globally, achieving a 15% improvement in brand perception and a 20% increase in LGBTQ+ audience engagement.
- **Innovative Impact:** Transformed a Spanish original film into Prime Video's most-watched non-English title through digital and experiential marketing, building a global fan phenomenon.
- **Team and Agency Management:** Directed a cross-functional team of 8+ professionals and coordinated with 6+ creative agencies and 1 media agency.
- **Partnership Development:** Negotiated high-impact marketing partnerships with retail brands, media outlets, institutions, and film festivals.

#### EMEA BRAND AND CAMPAIGN SENIOR MANAGER

August 2020 - October 2021

AMAZON, Madrid, Spain.

*Directing integrated brand campaigns across EMEA markets.*

- **Market Expansion:** Achieved 20% increase in customer acquisition through global and localized brand campaigns (Amazon e-commerce, Prime, Student, Alexa) across 9 European countries.
- **Revenue Growth:** Delivered a 15% YoY revenue increase through seasonal campaigns (e.g., Prime Day, Black Friday) managed within a €100M media portfolio.
- **Localized Strategy:** Penetrated 4 new markets through targeted, localized brand positioning, achieving a 30% market penetration boost.
- **Team Leadership:** Managed a cross-functional team of 5 members in project management, creative, production, and media.

#### HEAD OF MASS MARKETING AND CUSTOMER INSIGHTS

November 2016 - August 2020

AMAZON, Madrid, Spain and Milano, Italy.

*Leading marketing strategy and consumer insights for Southern Europe.*

- **Portfolio Management:** Orchestrated a €20M annual marketing portfolio across Italy and Spain, driving a 35% increase in customer acquisition and a 25% rise in Prime memberships.
- **Digital and Cultural Innovation:** Boosted Alexa adoption by 40% through culturally resonant campaigns.
- **Consumer Insights:** Led comprehensive research initiatives that resulted in a 30% increase in brand penetration across Southern Europe.
- **Integrated Campaigns:** Generated a 16% uplift in Brand Love and an 8% uplift in Echo product awareness via Amazon's first product integration with X-Factor Italy.
- **Crisis and Partnership Marketing:** Executed rapid-response EMEA brand campaigns during COVID-19 and forged a successful marketing partnership with Vodafone Spain, increasing Prime subscriptions by 12%.
- **Team Building:** Built and mentored an organic social media team, fostering innovation and continuous improvement.

MARKETING MANAGER E-COMMERCE (AMAZON, Milano, Italy)

July 2013 - November 2016

DIGITAL MARKETING MANAGER (STARTUP "CHIAREZZA.IT", Milano, Italy)

April 2011 - July 2013

CONTENT PROJECT MANAGER (CREATIVE AGENCY "Zodiak Active", Milano, Italy)

July 2008 - April 2011

GO-TO-MARKET PRODUCT MANAGER (EBAY, Milano, Italy)

April 2008 - July 2008

#### CERTIFICATIONS

- **Connect: Leadership Development**, Mindflick, London, UK, 2024.
- **Ignite: Sparking Team Performance**, Mindflick, London, UK, 2024.
- **Life Styles Inventory (LSI) Assessment and Leadership**, Human Synergistics, London, UK, 2021.

## EDUCATION

### BACHELOR OF SCIENCE, COMMUNICATIONS

**Università degli studi di Milano Bicocca, Milano, Italy**

Focus on Marketing and Business Communication

### MODERN CHINESE LANGUAGE DEGREE

**Shanghai International Studies University, Shanghai, China**

Intensive language and cultural studies program

## LANGUAGES

- **Italian:** Native proficiency.
- **English:** C2 (Full professional proficiency).
- **Spanish:** C2 (Full professional proficiency).
- **German:** A2 (Achieved from zero in 3 months via an Intensive Course; actively pursuing B2 proficiency).
- **French:** A1 (Elementary proficiency).

## KEY SKILLS

- **Strategic and GTM Leadership:** Integrated marketing strategy, global launch planning, cross-channel activation, operating cadence and governance.
- **Brand and Innovation Management:** Global brand positioning, creative campaign development, cross-channel consistency.
- **Digital Commerce and Category Growth:** Category growth strategy, ecommerce journeys, digital merchandising, onsite optimization, conversion and discovery levers.
- **Full-Funnel Performance:** Demand generation, lifecycle and CRM strategy, paid media alignment, measurement and performance diagnostics to action.
- **Market Expansion and Customer Insights:** Multi-market positioning, customer research, insight synthesis, localized strategy execution.
- **Cross-Functional Leadership:** Operating cadences, stakeholder alignment across Brand, Creative, Merchandising, edia, Social, PR, Analytics, and Digital Product, agency leadership.
- **Budget and Partnership Management:** Multi-million budgets, partner negotiation, sponsorships and collaborations, governance and performance accountability.
- **Performance and Measurement:** KPI frameworks, performance diagnostics, test-and-learn prioritization, translating insights into decisions and actions.
- **Sustainability and DEI:** Integrating sustainability into brand messaging and leading social responsibility initiatives.

## INTERESTS

Outdoor sport, design and architecture, vintage interiors.

*Professional references available upon request.*