

# Gianluca Toccafondi

Global integrated media manager IKEA group  
Florence Area, Italy

## Summary

Results-driven, customers-focused, and versatile executive with 15+ years of experience in developing and implementing robust marketing and media management strategies to improve brand exposure across people. Intuitive leader with acute business acumen and expertise in formulation and execution of business strategies, channel development, and market penetration to accelerate growth of business volume and profitability norms.

Solid history of success in designing and implementing effective marketing techniques, conducting extensive market researches, building positive brand identity, and promoting products and services of company. Skilled in cultivating and maintaining lucrative relationships with key media persons, stakeholders, and current and prospective customers.

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## Experience

IKEA Group  
Integrated media manager  
September 2018 - Present  
Malmo, Svezia

IKEA Group  
Global head of Media  
September 2018 - Present

IKEA Group  
6 years 11 months  
Strategy Lead Marketing and Communication  
May 2016 - Present  
Malmo, Svezia

Senior Global head of media  
January 2015 - May 2016 (1 year 5 months)  
Helsingborg, Sweden

Marketing manager deputy  
December 2012 - January 2015 (2 years 2 months)  
Milano Carugate

IKEA Italia  
Local Marketing and Media manager  
June 2008 - November 2012 (4 years 6 months)

IKEA Italia retail srl  
Customer relations managers  
November 2006 - May 2008 (1 year 7 months)

IKEA Italia  
Shopkeeper Store Firenze  
April 2005 - October 2006 (1 year 7 months)  
Firenze

Emmelunga spa  
Direttore del marketing  
September 2001 - March 2005 (3 years 7 months)

Ekkohome inc.  
CEO  
January 2000 - August 2001 (1 year 8 months)  
San Francisci California  
E-commerce Start up

Emmeservisi srl  
Marketing assistant  
October 1997 - December 1999 (2 years 3 months)  
Barberino di Mugello , Firenze

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## Education

Università di Pisa  
Laurea, Economia aziendale · (1992 - 1997)

Giotto Ulivi  
Maturità, Liceo Scientifico · (1987 - 1991)

## Top Skills

FMCG

Budgeting

Customer Relations