

## Marco Mazzilli

Retail Director | 50+ Direct Stores | P&L, People & Scalable Retail Operations

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### Executive Summary

**Retail Executive with 10+ years of experience driving growth and transformation within premium food brands, combining digital expertise with hands-on retail leadership.** Currently **Retail Director at Grom**, with full **P&L ownership** for a network of **50+ directly operated stores**, defining and executing a **three-year retail growth plan**. Proven track record in **retail excellence, store performance and omnichannel strategy**, leading a central team and overseeing a store organization of approximately **450 people**.

Previously **Head of Digital EMEA at Venchi**, where I led the digital transformation across the region, scaling direct-to-consumer channels and contributing to **+34% growth** and international expansion. Experienced in building **scalable retail models** at the intersection of brand, operational execution and customer experience. **Frequent speaker at industry events and guest lecturer** at leading business schools.

### Professional Experience

- **Retail Director** | Grom – Mappano (TO), Italy | *Oct 2025 – Present*  
Leading a network of 50+ directly operated stores, with full P&L ownership and responsibility for the three-year retail growth plan. I drive retail excellence, store performance and omnichannel strategy, leading a central retail team and overseeing a store organization of ~450 people, working closely with product and cross-functional teams to ensure scalability, profitability and strong brand execution.
- **Head of Digital EMEA** | Venchi – Milan, Italy | *Jan 2023 – Sep 2025*  
Led the digital division across EMEA, encompassing eCommerce, marketplaces, eRetailers, and customer care. Held full ownership of the digital P&L and developed a 3-year growth strategy (+34% growth vs. 2022). Managed a team of 9 and drove international digital market expansion, overseeing digital acquisition, retention, SEO/SEM, CRM, CRO, UX/UI, logistics, omnichannel strategy, loyalty programs, and content. Successfully established a dark store in the UK and transitioned to external 3PL logistics.
- **eCommerce Manager EMEA** | Venchi – Milan, Italy | *Jan 2022 – Dec 2022*  
Drove performance and sales growth for EMEA websites (IT, UK, EU) with a 129% YoY increase (2025 vs. 2021). Led a team of 2, managing online merchandising, CRO, content, and promotional strategies. Spearheaded sustainability efforts by replacing e-commerce packaging and aligning the brand's premiumness with online product images, consistent with retail standards.
- **E-commerce Manager** | B2X - The Omnichallenge Company – Rome, Italy | *Jan 2019 – Dec 2021*  
Directed digital marketing and eCommerce performance for key brands such as Goovi, Purina, Rovagnati, Vileda, Mercedes-Benz, and Chicco. Managed a team of 6, developing commercial calendars and strategic campaigns. Achieved +36% YoY growth.
- **Digital Marketing Manager** | Settore Q – Rome, Italy | *Feb 2017 – Dec 2018*  
Managed digital strategy, performance marketing, and omnichannel campaigns. Led a 4-person team and external agencies to optimize ROAS across channels.
- **Digital Marketing Specialist** | Settore Q – Rome, Italy | *Feb 2015 – Jan 2017*
- **Social Media Intern** | Settore Q – Rome, Italy | *Nov 2013 – Feb 2014*

### Education

- **Master in Digital Specialist** | 24ORE Business School – Rome, Italy | *Mar 2019*
- **Bachelor's Degree in Communication Sciences, Information, and Marketing** | LUMSA University – Rome, Italy | *Oct 2014*
- **Scientific High School Diploma (P.N.I.)** | Manfredi Azzarita High School – Rome, Italy | *Jul 2008*

### Key Skills

Retail Strategy | P&L Management | Retail Excellence | Store Performance & Productivity | Omnichannel Strategy | Team & People Leadership | Customer Experience | Data-Driven Decision Making | Digital Transformation | International Expansion

### Languages

Italian: Native

English: Fluent (Study abroad: Zoni Language Centers, Miami, USA – *Mar 2014 to Feb 2015*)