



## Consultant &/or Head of Marketing, Trade Marketing, Insights & Innovation

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Nationality: **Italian**  
Date of birth: **20 November 1979**  
Place of birth: **Cagliari (Italy)**

### Education

- Oct. 2003- July 2004: "Master in Marketing e Comunicazione d'Impresa" in Accademia di Comunicazione di Milano achieving the final recognition as Marketing Specialist
- June 2003: University Degree in Foreign Languages at Cagliari University\_110/110 cum laude
- June 2001-Sept. 2001: King's School in Bournemouth (UK) acquiring "English Advanced Level"
- July 1998: Senior High School Specialization in Science Education

### Who I am

I am a passionate Leader with multifunctional expertise, able to move from Marketing to Trade Marketing, from Consumer Insight to Innovation & Product Development. I am used to be part of the Executive Team in order to lead Strategy together with other Managers and at the same time working hard in Execution to achieve results. I believe in People power.

### Career – Business Consultant

**Since September 2020:** I offer Consultancy & Educational services to Companies and other realities too. I am following strategic projects of Brand Identity & Communication; Special Initiatives of Digital Innovation with several Communications Agencies; Go to Market Activation for Food start-ups; Training Courses for Companies in the area of strategic and operational Marketing.



### Career – Retail Experience in Sapore di Mare (Dimar)

#### Dec. 2018-Feb. 2020 Marketing & Purchases Director in D.I.MAR



- Italian Retailer Company specialized in the distribution and production of Frozen Seafood leading 100 Point of Sales under Sapore di Mare Brand
- Marketing and Procurement Director directly reporting into General Management
- Mktg Team of 6 people (on line, off line, analyst, digital, in store focus, product development)
- Procurement Team of 4 people
- Main Activities: New Brand Strategy and New Portfolio Architecture Strategy according to new consumer insights and food trends (re-frigerated area 0-4°; increase packed ready to eat recipes ; complementary product to fish consumption)
- Commercial Strategy focussed on product quality and range variety

## Career – Previous Experience in Thai Union

### May 2015\_Nov 2018 Marketing & Trade Marketing Director in Thai Union Group



- Mareblu, Company playing in the Canned Seafood and part of the Global Group Thai Union
- Marketing and Trade Marketing Director reporting into General Manager
- Team composed by 5 people: 2 in Trade Mktg; 2 Brand Managers, of which 1 dedicated into Sustainability and 1 Innovation Manager to develop New locally relevant Products
- I had been leading the New Strategy of the Brand in Italy both at Consumer and Shopper level, developing from scratch the New Brand Positioning of “Lavorato sul Luogo di Pesca”, executed in a very consistent way across different Media Touchpoints and moreover boosted via POS theatricalization through the support of Merchandisers.
- Results: +10 pts Brand Awareness, + 15% Penetration, +0.7 pt in Market Share.
- At the same time, I was also responsible of the 5 years Innovation pipeline, working closely with the 2 R&D entities of the company at European and Global level.

## Career – My growth in Pepsico

### Jan 2014\_Apr 2015 Snacks Business Development Manager Lay's



- My last experience in Pepsico: Lay's launch for Italy, the most sold potato chips Brand in the world, born in USA in 1932 and present in more than 80 countries
- I have been in charge of all the preparation work before launching, with particular focus on the study of the most efficient Go To Market options and on all market researches in order to choose the most potential portfolio for the Italian market
- I have personally managed all aspects of the business: marketing strategy, relationship with our exclusive Distributor Ferrero, control of administrative and logistic processes and I had full responsibility of the P&L
- Cross-functional Team lead: 2 Marketing people based in Italy and other 10 people based in Spain for all other functions
- I reported directly to the General Manager of Pepsico Iberia Food based in Barcelona where I was used to spend 2 days every 2 weeks in order to co-ordinate the Spanish Team

### July 2012\_Dec 2013 Food Service Channel Marketing & Sales Director



- Double nature assignment: Marketing and Sales
- Marketing Responsibility of all Pepsico Brands, particularly focused on Innovation, thanks to my background in Researches, market analysis and consumer trends.
- Innovation has been key to develop new strategies to “engage” consumers/shoppers in order to create a bond between them and our products, not only at functional level, but more emotionally.
- Team of 3 Key Accounts, direct commercial & P&L management of the Top 5 Customers: Autogrill, Airst, Alitalia, McDonald's and Subway. Full Accountability for Channel P&L

### **May 2007\_June 2012 Marketing Soft Drinks in Pepsico**



- I started in Pepsico in 2007 as Brand Manager, evolving progressively into Senior BM in January 2009 and Marketing Manager Soft & Energy Drinks Brands in September 2010. My personal most relevant achievements have been in the co-marketing area, linking Pepsi Brand with relevant target for common targets :
    - 2009: Local Co-marketing with New Moon Movie, part of the Twilight Saga, which allowed to win a European Award for the Best Local Marketing Execution in Pepsico
    - 2010: Subscription of the first ever Italian agreement of TV Product Placement during a live show. Pepsi cans have been protagonist of X Factor Talent Show for the Final and have accompanied the daily life of the participants for all the duration of the competition. After this best practice, Pepsico collaborated with X Factor also in Netherlands and in USA.
- My performance in this assignment lead me to win the "Employee of the Year" Award in 2012.

## **Career – My first steps in Researches**

### **Sept. 2006\_May 2007 Research Analyst Regional Team in SCJ\_Wax**



- I followed all qualitative and quantitative studies on Consumers, Retailers and NPDs for all European countries, Australia and New Zealand
- I was used to work very closely with the Marketing Department and I actively followed the full life process of a new product, starting from idea test, then concept test, launch, adv support, tracking of the performance and final customer and consumer satisfaction
- Everything was continuously aligned with the International Team sharing best practices and working on synergies to evaluate best launches for the other countries in the Cluster

### **July 2004\_Sept. 2006 Executive Account Client Service in GfK Panel Consumer**



- I was focused into consumers analysis on purchasing behaviours in Point of Sales, working autonomously at Category Management and Shopper Insights studies for Top Customers such as Ferrero, Nestlè, Pepsico, L'Oreal



## Skills

- ❖ July 2020: Innovation Manager Certification with official registration on CEPAS - N°033
- ❖ Languages: fluent English and basic French
- ❖ IT: Word, Excel, Power Point, Outlook, Internet
- ❖ Organizational: excellent project management skills
- ❖ Communication: strong communication and presentation skills, very good work in team, both internally cross-functions and cross-countries, and externally, when relating with agencies, suppliers and customers
- ❖ Personal: independent and self sufficient, used to face pressure and tough situations
- ❖ Driving License: Italian B type

## Hobbies

- ❖ Go to Gym at least 3 times per week
- ❖ Crossfit passionate
- ❖ Bicycle over the week-ends
- ❖ Tango passionate
- ❖ Love music and play saxophone
- ❖ Love cooking
- ❖ Love travelling

***Aware that false declarations lead to the application of the penal sanctions provided for by art. 76 of the D.P.R. 445/2000, I declare that the information contained in this CV is true.***

***I authorize the processing of my personal data pursuant to Legislative Decree 196/2003, as amended by EU Regulation 2016/679***