

CHRISTIAN VIGONI

Marketing and
Communication Director

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Address: Weststrasse 122,
8003 Zurich - Switzerland



Nationalities: Swiss - Italian
Age: 49

PROFILE

Global marketing and communications executive with over 26 years of international experience shaping luxury brands across Europe and global markets. Having lived and worked in Italy, London and Switzerland, I bring an international perspective and a deep understanding of diverse cultures and consumer behaviours. Passionate about brand strategy, storytelling and innovation, I create meaningful brand experiences by combining creativity, commercial vision and authentic human connections.

Core Expertise

Creative Leadership:

The best ideas emerge when strategy and creativity work together. I enjoy leading multidisciplinary teams, collaborating with international partners and inspiring innovation through an open, people-centred leadership style that encourages collaboration, curiosity and continuous improvement.

Experiential Marketing:

Luxury is experienced, not simply communicated. I create brand experiences through events, retail activations, partnerships and cultural collaborations that strengthen emotional connections, increase brand visibility and transform customer engagement into lasting loyalty.

WORK EXPERIENCE: 1/3

Professional Sabbatical

Zurich, Switzerland

SEPT 2025
PRESENT

Following more than 26 years in international leadership roles, I took a planned career break to focus on professional development, executive coaching, language training, and exploring new opportunities across luxury, hospitality, healthcare, and lifestyle sectors. This period has strengthened my strategic perspective and prepared me for the next stage of my career.

Emea Marketing Director - Int. Pr, Events & Media Lead

MCM Worldwide - Zurich, Switzerland

OCT 2022
SEPT 2025

Led all marketing activities across EMEA (Retail, Wholesale, Joint Ventures, and Franchises – 160 doors total) and oversee global strategy for Public Relations, Media Buying and Events across the US, APAC, EMEA, and Korea. Report directly to the CEO and manage a team of five. EMEA Focus: develop and execute the regional marketing calendar with emphasis on Digital Marketing (campaigns, marketplaces, influencer marketing), Media Buying, CRM/DEM activities, Retail Events, and Pr. Global Scope: Lead international Pr, global Media Planning and buying, and global Events including seasonal press presentations, international exhibitions (e.g. Salone del Mobile), and experiential activations. milestones and exceeding client expectations.

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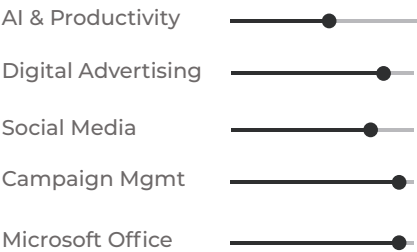
Education:

1996-2002
Master's Degree in Economics
Università Luigi Bocconi - Milan (Italy)

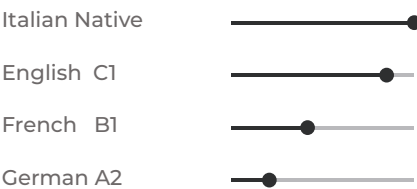
08.1999 – 12.1999
International Exchange Program
Pepperdine University - Malibu (CA)



MarTech & Digital:



Languages:



WORK EXPERIENCE: 2/3

- **Brand Partnerships Director**

Condé Nast Russia - Lugano, Switzerland

APRIL 2019
SEPT 2022

Led partnerships and content creation across Condé Nast Russia titles: Vogue, GQ, GQ Style, Tatler, AD, and Glamour. Oversaw strategy and production of print, digital, and social media campaigns, including native and white-label content. Managed key brand partnerships, digital content development, and in-store events across multiple platforms.

- **Marketing and Sales Media Director**

Rock Media - Lugano, Switzerland

FEB 2018
MARCH 2019

Developed and delivered integrated 360° marketing solutions for leading global fashion and luxury brands through strategic partnerships with internationally renowned media titles, including New York Magazine, LOVE, Interview, Los Angeles Times, The Cut, System, and NOWNESS. Managed client relationships, identified new business opportunities, and created bespoke communication, content, digital, and experiential marketing initiatives tailored to today's global luxury landscape.

- **Marketing Director EMEA**

Bally - Lugano, Switzerland

APRIL 2014
JAN 2018

Directed EMEA marketing strategy, reporting to the EMEA CEO, with a team of six (three direct reports). Oversaw retail marketing and communications across 40 retail stores, 14 franchise locations, and wholesale Partners. Focused on driving sales and ROI through CRM/DM initiatives, Pr strategy, Events planning, and Media Buying. Main results: Shifted 50% of media budget from print to digital campaigns, launched a Swiss limited edition with 100% sell through, generated CHF 500k in 2 months through CRM initiatives, and focused on pop-up activations and digital strategies to break into new wholesale markets.

- **Global Media Manager**

Bally - London, UK - Lugano, Switzerland

SEPT 2010
MARCH 2014

Managed the global media strategy (offline and online) across EMEA, US, and APAC regions. Oversaw an annual media budget of approximately EUR 12M while leading six global media agency partners and direct media buying across the EMEA and US markets. Directed the end-to-end media planning process, coordinated international press and media relations, and developed strategic local partnerships.

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Skills:

- Global Marketing & Communication
- Creative and Team Leadership
- Strategic Storytelling
- Experience Innovation
- Human-Centred Marketing
- Omnichannel Experiences
- Strategic & Creative Partnerships
- Consumer Culture

Beyond Work:

- Hiking & Outdoor Activities
- Second-Hand & Circular Economy
- Animal Welfare & Animal Right
- Equality & Gender Rights
- Fitness & Mental Well-being
- Cinema & Premium TV Series
- Ayurveda & Wellness Retreats
- Travel, Hospitality & Cultural Discovery
- Watches & Fine Craftsmanship
- Architecture
- Contemporary Art & Design



WORK EXPERIENCE: 3/3

● Media Sales Director

JB Media - Milan, Italy

SEPT 2007
JULY 2010

Led advertising sales for a portfolio of leading international luxury fashion magazines and newspapers across both print and digital channels. Managed approximately EUR 8M in annual sales for prestigious titles including Numéro, Numéro Homme, Dazed & Confused, AnOther Magazine, AnOther Man, Purple, Los Angeles Times, and L'Officiel Russia. Built long-term relationships with key luxury clients and collaborated closely with editorial, publishing, and press teams to develop tailored advertising and communication solutions.

● Media Sales Manager and Editorial Coordinator

JB Media - Milan, Italy

APRIL 2002
SEPT 2007

Managed advertising sales for an international portfolio of luxury fashion magazines and newspapers, partnering with leading fashion and luxury brands to develop tailored communication opportunities. Coordinated editorial content and fashion features between clients and editorial teams, overseeing the execution of editorials, advertising campaigns, and special projects. Collaborated on PR initiatives and high-profile events organized by JB Media and its publishing partners. I luxury landscape.

Authorization:

Autorizzo al trattamento dei miei dati personali,
ai sensi della Legge 675 del 1996 (for Italy)