



CHRISTIAN MATTIA VIGONI

+41 79 714 73 95

cvigoni@mac.com

Strategy and retail results-oriented Global communication and marketing professional with personal interest for fashion, travel and fragrances. Over 24 years' experience in brand, corporate communications, and marketing within the luxury sector, in both global and regional roles. Excellent communicator with contacts in the international media. Dynamic and highly motivated team leader with excellent international media contacts. Strong interest in digital communication channels. Recognized for being business-minded, committed, and results-oriented.

PERSONAL DATA

ADDRESS

Weststrasse 122
8003 Zurich
Switzerland

DATE OF BIRTH

14.03.1977

NATIONALITY

Swiss, Italian

LANGUAGES

ITALIAN

Mother language

ENGLISH

Fluent written and spoken

WORK EXPERIENCE

EMEA MARKETING DIRECTOR - 10.2022 – 11.2025 INTERNATIONAL PR, EVENTS & MEDIA LEAD

MCM Worldwide / Zurich, Switzerland

Lead 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 four.

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.

BRAND PARTNERSHIPS DIRECTOR 04.2019 – 08.2022 Condé Nast Russia / Lugano, Switzerland

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.

SABBATICAL & MARKETING DIRECTOR 02.2018 – 03.2019 CONSULTANT AT ROCK MEDIA

Took time for personal travel across India, the Middle East, and Europe. Provided marketing and sales consultancy during this period at Rock Media (Milan)

EMEA MARKETING DIRECTOR 04.2015 – 01.2018 Bally / Caslano, Switzerland

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.

LANGUAGES

FRENCH

Certificate at L'Institut de Francais
level Intermédiaire 4 (written and
spoken)

GERMAN

Attending semi intensive course A1.2
From September 2025 attending an
intensive course

COMPUTER SKILLS

**WINDOWS AND MAC (OFFICE: WORD,
EXCEL, ACCESS, POWERPOINT,
OUTLOOK)**

INTERESTS

I am passionate about travel and hiking, which allows me to connect with nature and explore new places. I also enjoy socializing with friends, which helps me maintain strong connections and a positive social life. I go to the gym regularly to stay fit and focused on my physical health. Another favorite activity is exploring vintage and second-hand markets, where I can find unique treasures. In addition to these hobbies, I am learning the German language, which I find both challenging and rewarding. Writing in my personal diary helps me reflect on my thoughts and experiences, contributing to my mental well-being. I'm passionate about maintaining both my physical and mental health. Lastly, I have a deep love for flowers and interior design, always looking for ways to make my living space beautiful and cozy.

INDIVIDUELLER EINTRAG

AUTHORIZATION

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

WORK EXPERIENCE

Focused on driving sales and ROI through CRM/DM initiatives, PR strategy, event 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 **09.2010 – 04.2015**
Bally / Caslano, Switzerland and London,
UK

Managed the global media strategy (offline and online) across EMEA, US, and APAC regions. Oversaw a media budget of approximately EUR 12M. Led the entire media planning process, coordinated press and media relations, and developed local partnerships.

MEDIA DIRECTOR **09.2008 – 07.2010**
JB Media / Milan, Italy

Directed media sales for international luxury fashion titles including L'Officiel Russia, Numéro, Another Magazine, Dazed & Confused, and Purple. Achieved annual sales of approximately EUR 6M.

FASHION SALES MANAGER **09.2003 – 09.2008**
JB Media / Milan, Italy

Led direct advertising sales for international luxury fashion magazines and newspapers. Managed client relationships and collaborated closely with editorial and press teams

EDITORIAL COORDINATOR **04.2002 – 09.2003**
JB Media / Milan, Italy

Oversaw editorial coordination with media partners. Managed PR activities and events organized by JB Media and its affiliates.

EDUCATION

**MASTER IISOLE24ORE "LA PUBBLICITÀ
NELL' ERA DIGITALE"** **03.2012 – 05.2012**
Milan, Italy

SCHOOL OF ECONOMICS **10.1996 – 02.2002**
Università Luigi Bocconi
Minors: Marketing and Communication

EXCHANGE SEMESTER **08.1999 – 12.1999**
Pepperdine University School of Int.
Studies
Malibu, Los Angeles CA