

# ADELECHIARA NICOLETTI

ASSOCIATE DIRECTOR | T L ' MARKETING AND ARTISTS ' BRAND DEVELOPMENT



## EDUCATION

### EXECUTIVE MBA

Polytechnic of Milan School of Management / Milan / 2014

Marketing and Business

### MASTER'S DEGREE

European Institute of Design / Milan / 2005

Marketing in the entertainment industry

### MASTER'S DEGREE

University of Bari / Modern Letters / 2004

### MASTER'S DEGREE

Conservatorio Giovanni Paisiello / Taranto / 2001

Piano

## LANGUAGES

Italian

English

French

## SKILLS

Global Marketing

Business Partnership

Strategic Marketing

Management - building a team from scratch

Business Development

Negotiation

Music Industry

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Paris - 2024, July 3 *Adelechiara Nicoletti*

International marketing and creative development leader with extensive experience in the music industry, with a background in artist and management partnerships, brand development, digitalization, strategy, media, developed across multiple companies, categories and channels in both established and emerging markets.

## WORK EXPERIENCE

### WARNER MUSIC

Jan 2021 - Present  
Paris

#### ASSOCIATE DIRECTOR MARKETING & ARTISTS BRAND DEVELOPMENT - CLASSICS

Led global marketing strategy and creative development for key recording artists, brands and catalogs. Crafting powerful artists' images (through editorial, pictures & videos) and building campaigns that drive sales. Strong track record of high-level negotiations. Key focus on: • International Marketing Strategy development and implementation throughout daily work with the markets

• Creative development • Brands partnerships • Sales growth • Strategic marketing campaigns • Business Development

### WARNER MUSIC

Jun 2014 - Dec 2020  
Paris

#### SENIOR MANAGER, INT'L MARKETING & PROMOTION - CLASSICS

Led new release, global marketing strategy for a wide variety of recording artists and brands that encompassed advertising, digital marketing, publicity, promotions, touring, budget management and more. Developed and executed all aspects of event planning including global corporate conferences, artist release launches and third-party partnership promotions. Built successful internal and external relationships. Sole point of contact of the Maria Callas' heirs, launch of the official Maria Callas website, winning of three prestigious creative awards.

### Consultancy

Apr 2013 - May 2014  
Milan

#### DIGITAL MARKETING AND NEW MEDIA CONSULTANT

Built successful digital strategies around technologies and through a marcom plan integrating web, social media and augmented reality, enhancing awareness, engagement and driving sales. E-commerce development (market analysis, product presentation and storytelling, price-positioning, launch, adv campaign). Main clients: ZILLI, Emporio Armani, ENI, Warner Music.

### OUTFRONT MEDIA (former CBS)

Nov 2010 - Dec 2012  
Milan

#### INTERNATIONAL MARKETING MANAGER

Responsible for all corporate marketing, digital projects, activation and development of new social media channels, concept and launch of the company website, interactive advertising research and roll-out at European level. Delivery of integrated advertising campaigns based on different advertiser clusters. Business development. Main Partners: Ntv Italo, Sonae Sierra, Elisa Videra Main Clients: Mercedes, Eni, Sisal, Nintendo, Kraft, Samsung, Ferrero, Mindshare, Mediacom, Maxus, Mec, OMD, ZOG, Carat Posterscope, Havas MPG, Initiative Media

### EMI MUSIC

Jun 2009 - Oct 2010  
Milan

#### MARKETING MANAGER - CLASSICS

Sales growth YoY of 183% overall (2010 vs 2009). Drive profitability, sales and reputation of EMI/Virgin Classics in Italy via local marketing, advertising, promotion, business development with the key online and physical retailers in the Italian market. Set-up and roll-out of the first strategic marketing plan for Classical Business.

### IBM

Feb 2006 - May 2009  
Milan

#### MARKETING & COMMUNICATION SPECIALIST

Worked with Ogilvy & Mother on the creative development of the corporate adv campaigns and with Mindshare on the media planning; deployment of marketing campaigns with an innovative cross-media approach thanks to the integrated use of different media; QR codes and Bluetooth integration into adv campaigns.

## REFERENCES

#### LUT BEHIELS - VP INT'L MARKETING

Warner Classics

✉ lut.behiels@warnermusic.com

#### ALAIN LANCERON - PRESIDENT

Warner Classics

✉ alain.lanceron@warnermusic.com

#### BERTRAND CASTELLANI - VP ARTISTS & REPERTOIRE, INTERNATIONAL CATALOGUE

Warner Classics

✉ bertrand.castellani@warnermusic.com

#### MARKUS PETERSEN - SVP GLOBAL OPERATIONS & BUSINESS DEVELOPMENT

Warner Classics

✉ markus.petersen@warnermusic.com

#### DORIANA DE BENEDICTIS - DIVERSITY & INCLUSION LEADER

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✉ doriana.debenedictis@gmail.com

## HOBBIES

- Piano Playing
- Running
- Travelling

- Swimming
- Music Listening
- Dogs