



Edoardo Giaccone

Chairman & CEO

Info

Address

Località Armena,
Buonconvento, 53022, Italy

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Email

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Date / Place of birth

10/19/1978
Savigliano

Nationality

Italian

Links

[Villa Armena, Luxury Relais](#)

[ef+facto](#)

Skills

Management



Marketing



Leadership



Marketing and Sales



Entrepreneurship



Profile

Chief Executive with over 10 years' experience, innovation enthusiast, avid traveler.

Currently CEO at Villa Armena Luxury Relais and ef+facto srl, two companies I founded devoted to the world of luxury.

Specialties: General management, corporate development, product development and marketing, business operations, strategy.

Employment History

Founder & CEO, ef+facto srl

Jan 2015 Torino

- Making all the major corporate decisions.
- Managing overall operations.
- Dealing with the company's resources.
- Acting as the major point of communication with the board of directors.

Founder & CEO, Villa Armena srl

Jul 2011 Buonconvento

- \$5.7 million overhaul of 15th century villa into luxury boutique hotel.
- Managing overall daily operations of hotel.
- Managing worldwide marketing and promotion.
- Fodor's Worldwide Top 100 hotel and numerous other awards.

European Importers Sales & Marketing Director, CNH S.p.A. (Part of Fiat Chrysler Automobiles)

Oct 2001 – Jul 2011 London (UK) & Turin (Italy)

- Managing a team of 65 people
- Meeting or exceeding Sales targets (\$600M total turnover)
- Developing and executing an appropriate Business Plan on a yearly basis

Hobbies

Reading, scuba diving, my big family, soccer, travels, history, latin and ancient greek.

Languages

English




Italian




Education

University of Turin - School of Management, Business & Economics

Sep 1997 – Jul 2001  Turin

Southbank International School, International Baccalaureate Diploma

Sep 1994 – May 1997  London (UK)


Extra-curricular activities

Soccer Referee, English Football Association

Jan 2009 – May 2011  London

I was between the first referees ever in the United Kingdom to be promoted 3 levels, (from Level 7 to Level 4) in one season only. I then had to quit unfortunately as I achieved such an high level that was not compatible with my job anymore. When I left I was one of the Top young referees in the Country.

Owner and General Manager, The Duke of Wellington

Feb 1998 – May 2001  Turin

When I was going to University I bought the oldest English Pub in Torino (it opened in 1978 when I was born). At that time The Duke of Wellington was losing money, the clientele was decreasing and the place itself needed a major revamp. In 6 months we completed a total turn-around making the pub one of the Top 3 in Turin wth a very long queue of customers in front of our main door every single weekend