



Gianluigi Fragomeni

Turning Brand Strategy into Business Growth,
Employee Engagement and Customer Loyalty



POSITIONER

I believe brands grow when people, culture and customer experience move in the same direction.

My role is to turn strategy into shared action, creating meaningful connections that drive sustainable business growth.

What I bring

Brand Strategy & Positioning
Brand Transformation
Cross-Functional Leadership
Employer Branding
Customer Experience Design
Change Management

Experience across global organizations and diverse industries, operating within structured, large-scale environments.

Methodologies:

Agile
Scrum
Waterfall
Design Thinking
Kanban
Lean PM
Hybrid PM

Regions and markets served:

Switzerland	Netherlands
Italy	Czech Republic
UAE	Poland
Spain	UK
Luxembourg	Cyprus
France	USA
Germany	
Lithuania	

Education and Certifications

- ✓ Design
- ✓ PMP - Project Management Professional
- ✓ Soft Skills Management
- ✓ Design Thinking
- ✓ UX and CX Design

- ✓ Brand Management
- ✓ Branding Language
- ✓ Marketing Management
- ✓ Change Management
- ✓ Creative Problem-Solving

Cross-Industry Experience Across Structured Organizations

Experience across global organizations and diverse industries, operating within structured, large-scale environments.

Media and Tech
Luxury Hospitality
Luxury Travel
Luxury Wedding
Music, Sport and Entertainment
IT and Software Dev

Advanced training

SAS/ Brand Design Advanced Specialist

Fill the gap between
strategy and execution.

Author & Lecturer of the Tactical Branding certification course at SUPSI, focused on bridging brand strategy and execution.

Guest Lecturer and Speaker across international academic programs in Dubai and Abu Dhabi, including Rochester Institute of Technology and New York University Abu Dhabi.

Regularly delivering webinars, lectures, and portfolio reviews, staying closely connected to emerging talent and evolving brand practices.

Relevance Rating ★★★★★ 4.8/5

Net Promote Score ★★★★★ 4.6/5



Brand
in One
Bite

We love brands.
We all love real
stories.

Brand in One Bite is my newsletter.

A space that explores authentic journeys of
success, failure, and comeback, turning them
into lessons in strategy, design, and creativity.

44% average open rate

Worldwide organic subscribers

- ✓ Real stories
- ✓ Proven facts
- ✓ Credible & independent

- ✓ Sharp perspective
- ✓ Genuine connection
- ✓ < 5 min reading



Knowing Before Growing

Assessing key brand dimensions to uncover gaps, define priorities and create a stronger foundation for future growth.

7 Brand Dimensions Assessed

Gap Analysis

Strategic Priorities

Example of a brand self-evaluation with projected growth scenarios based on future improvements.

Your brand score:
47%



Brand Identity	25	Market Positioning	25
Awareness and Perception	38	Values and Brand Promise	68
Customer Experience	44	Financial Performance	74
Communication	55	General	47
Actual ☒ Potential (in 1 year)			

Turning Experience into Conversations

Sharing perspectives on branding, customer experience and organisational transformation through corporate events, universities and executive education.

Featured speaker at **Swisscom Digital Day**, discussing how User Experience Design and Customer Experience Design influence trust, credibility and long-term brand perception.



Examples of Impact

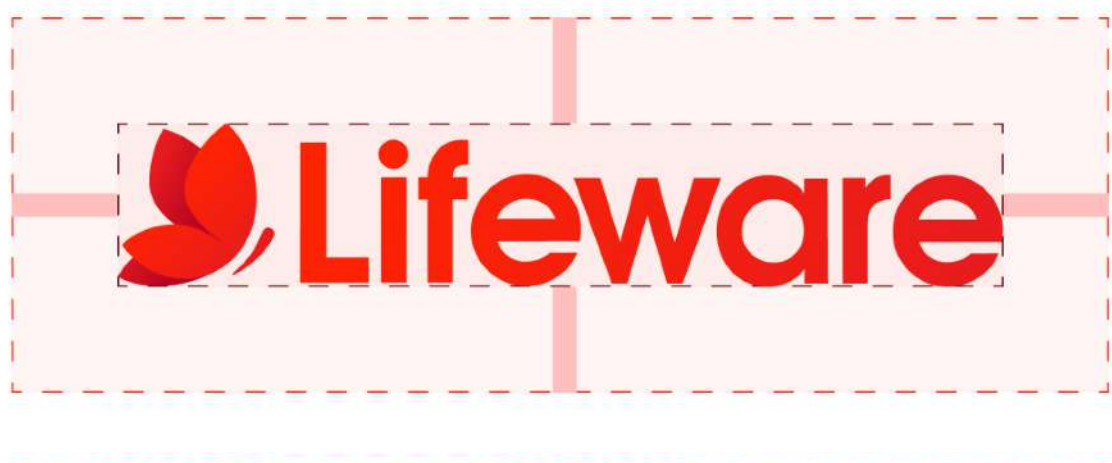
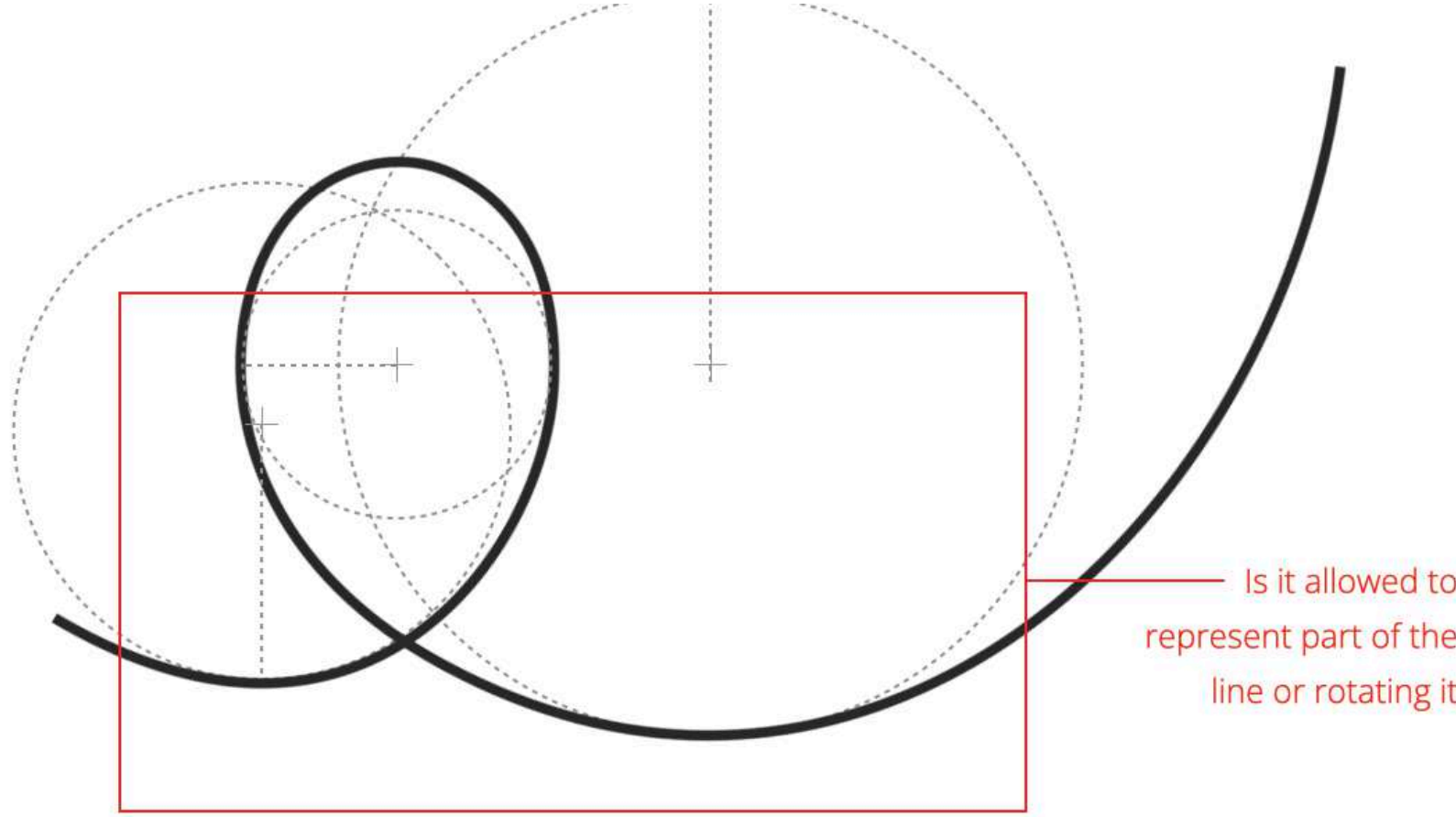
+28% unaided awareness
(Market Survey) across
touchpoints (1st year)

95% internal adoption of
the new brand guidelines
in 6 months

-78% non-compliant branded
materials

Branding codification

Creating a visual language consistent with the
company's personality, deployable across all
touchpoints.



Logo & Trademark

Logo	Trademark
Min. Size: 120 x 23 px / 27 x 5 mm	Min. Size: 52 x 52 px / 8 x 8 mm

Positive

Mono Black

Mono White



Colors

Lifeware #E81C1E 232, 28, 30 0, 89, 100, 0 2347 U	Lifeware light #FF2300 255, 35, 0 0, 77, 93, 0 2026 U	White #FFFFFF 255, 255, 255 0, 0, 0, 0 White	Black #000000 0, 0, 0 0, 0, 0, 0 Process black

Font-face

Open Sans

Sizes

18 pt	28 pt
28 pt	42 pt
36 pt	58 pt
48 pt	78 pt
56 pt	78 pt

Lines

Light

The quick brown fox jumps
over the lazy dog. The quick
brown fox jumps over the lazy
dog. The quick brown fox
jumps over the lazy dog.

Regular

The quick brown fox jumps
over the lazy dog. The quick
brown fox jumps over the
lazy dog. The quick brown fox
jumps over the lazy dog.

SemiBold

The quick brown fox jumps
over the lazy dog. The quick
brown fox jumps over the
lazy dog. The quick brown
fox jumps over the lazy dog.

Bold

The quick brown fox jumps
over the lazy dog. The quick
brown fox jumps over the
lazy dog. The quick brown
fox jumps over the lazy dog.

Typography



+35% qualified lead generation (QLG)

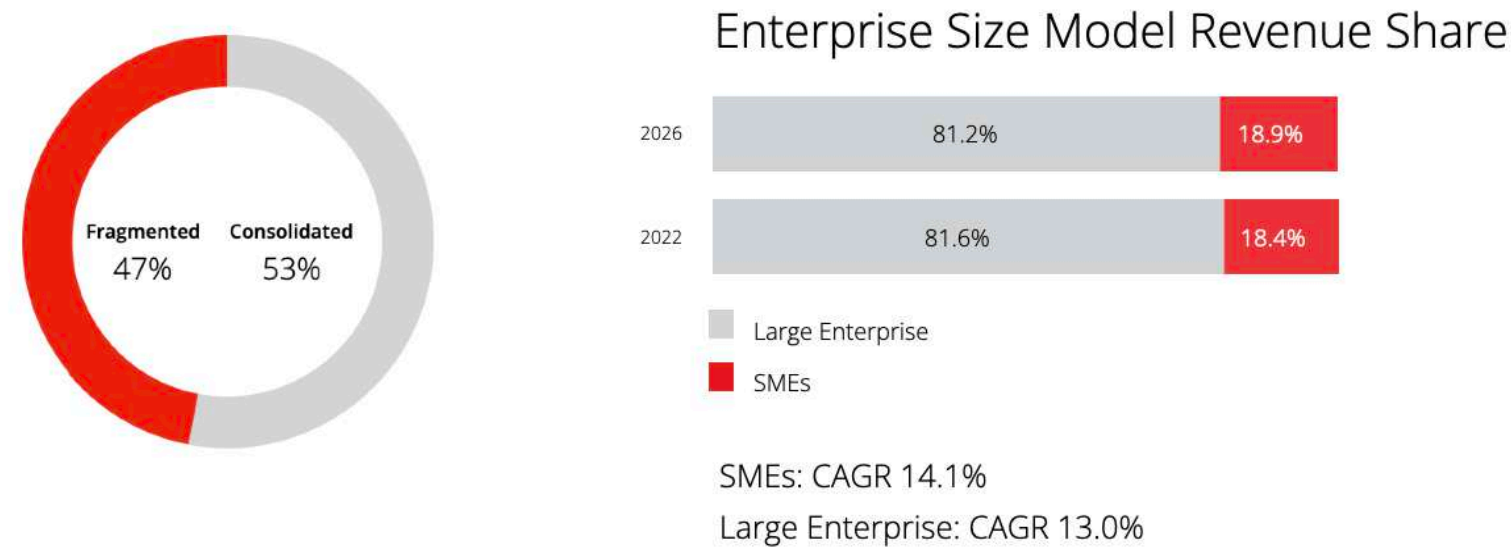
-18% cost per Qualified Lead

+21% Website Engagement Rate

Healthier funnel and communication

Elevated brand relevance and loyalty through market-driven positioning. Expanded organic social impact, fostering lasting advocacy.

Competitive Landscape Snapshot



- ### Key Players
- | | |
|----------------------------|--|
| adesso insurance solutions | Roper Technologies, Inc. |
| Applied Systems, Inc. | Salesforce, Inc. |
| Comarch SA | SAP SE |
| Guidewire | SAPIENS INTERNATIONAL CORPORATION N.V. |
| Innovation Group | VERMEG Ltd |
| Microsoft Corporation | Vienna Insurance Group |
| msg life ag | |
| Oracle Corporation | |



13th October 2023, 9AM - 5PM
📍 Swiss Tech Convention (Ecublens)
Lifeware Stand **F21**

Unleash your talent!

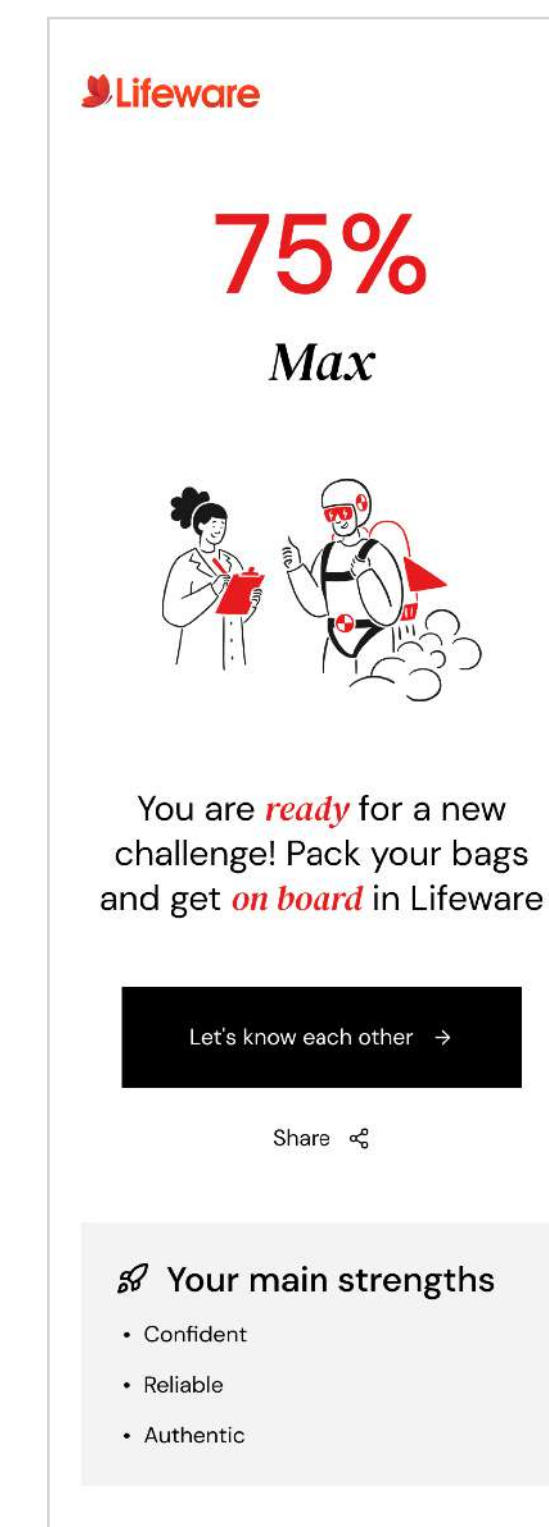
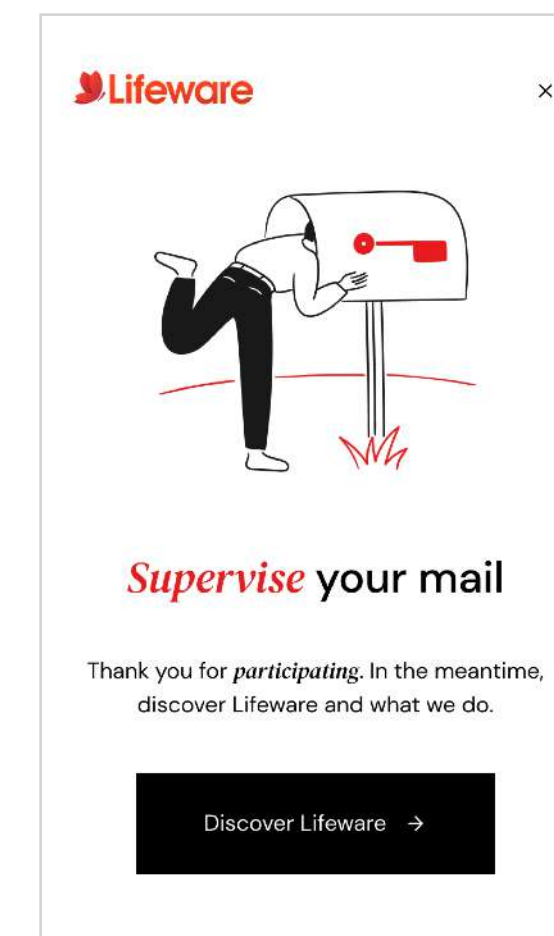
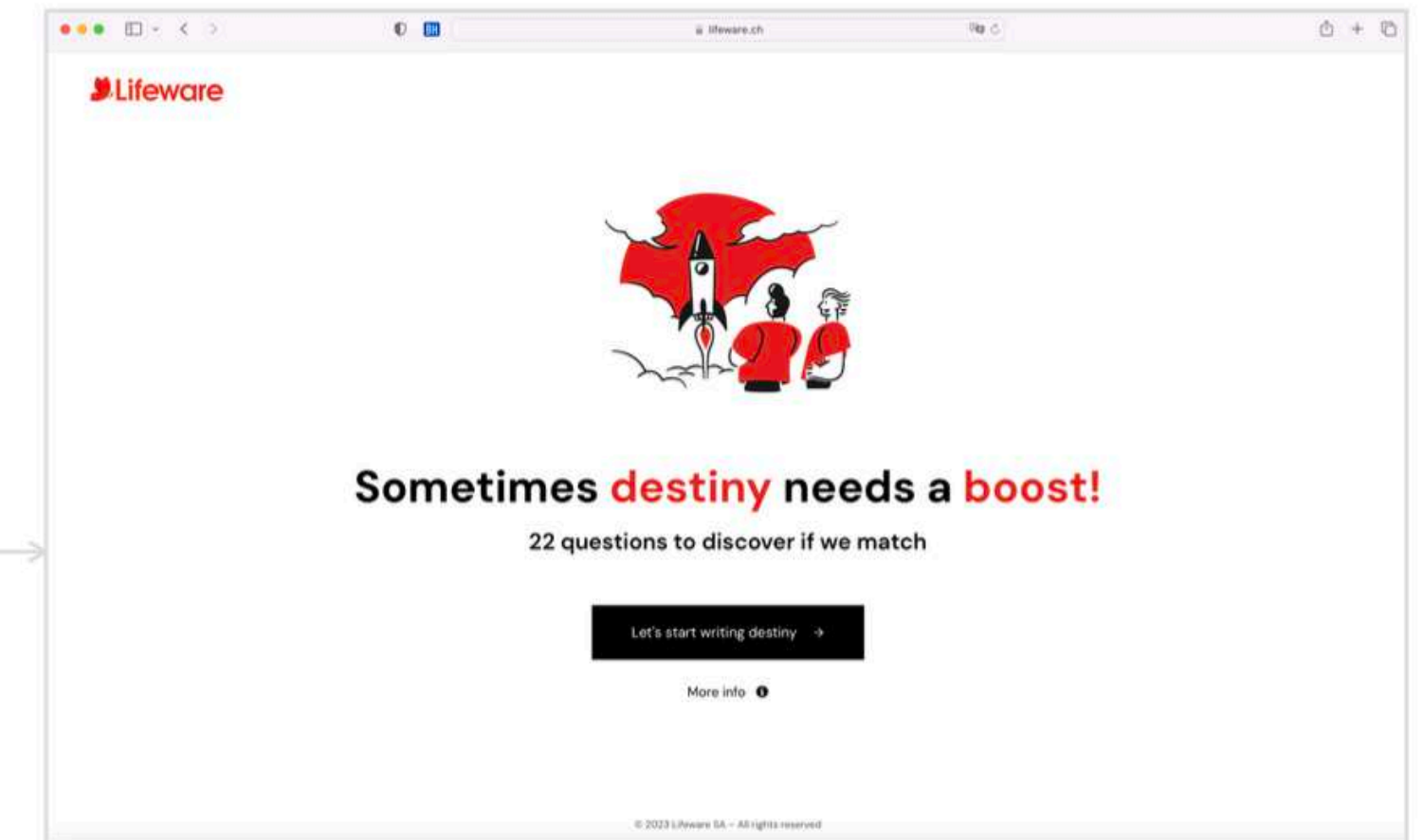
Discover how you can join an amazing team at **EPFL Forum**

+45% audience participation rate
+28% brand advocacy
+35% referral rate (NPS Survey)

Brand affinity and spontaneous activation

Creating experiences aligned with the brand's personality and values, encouraging voluntary participation and authentic engagement.

This approach strengthens brand affinity, increases spontaneous activation and transforms audiences into active advocates of the brand.



-38% change requests
per sprint (in 6
months)

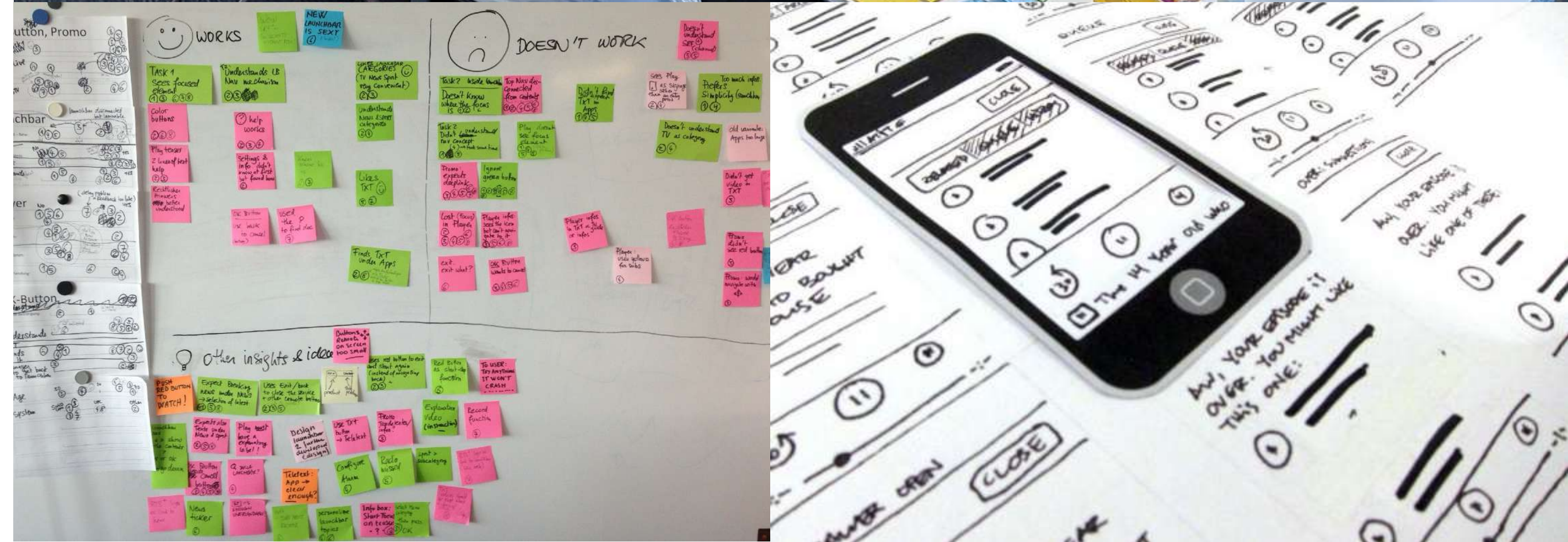
+28% adoption rate
(in 6 months)

-31% duplicate data
entries (in 1 year)

Living the Brand Through Products and Services

Using the brand as a common language that
aligns people, decisions and innovation.

This enables teams to create products and
services that are more coherent, customer-
focused and consistent with the organisation's
vision and values.



Lugano
Barcelona
Luxembourg
Bolzano
Zurich

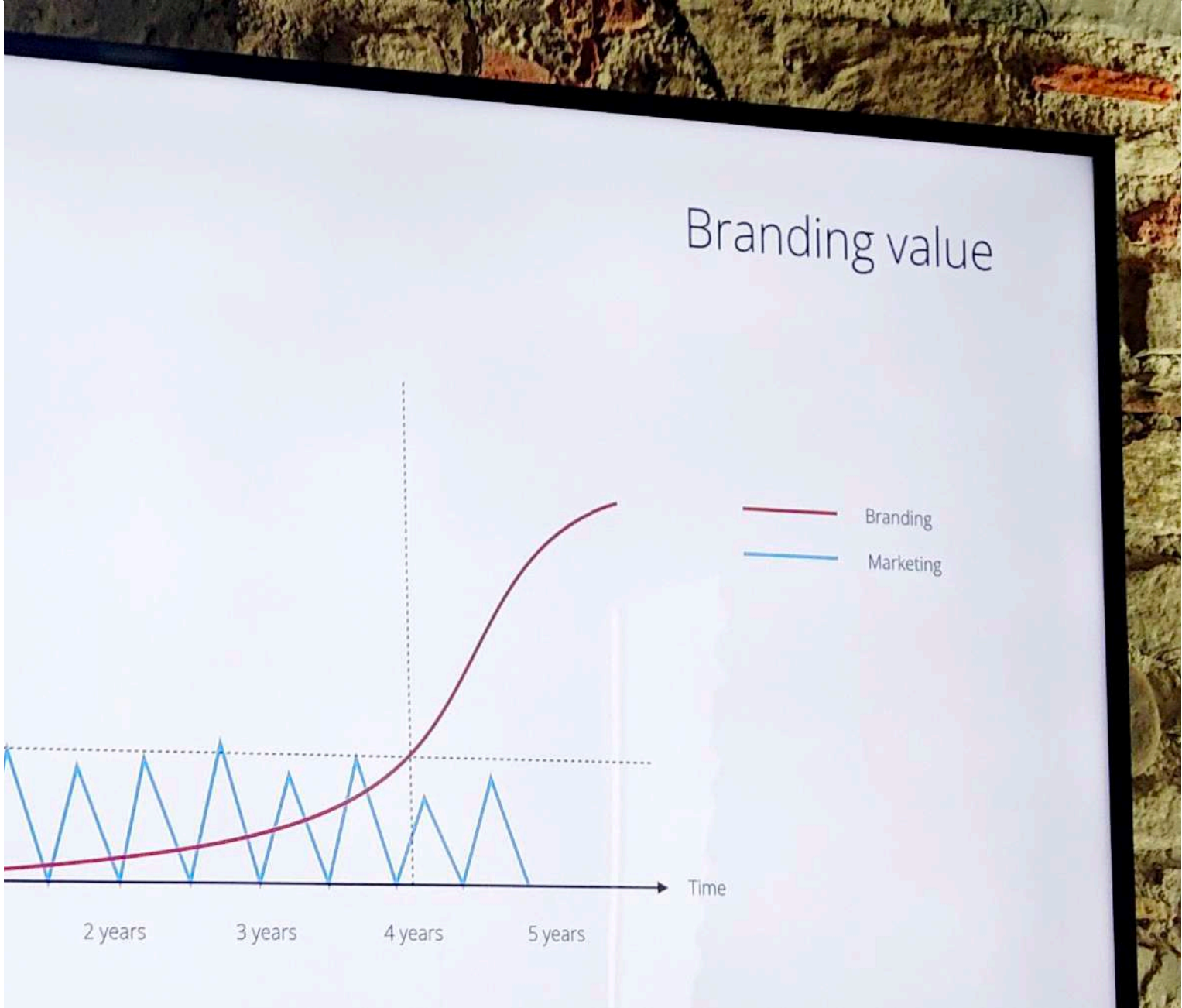
72% of employees
participated voluntarily

70% of them **strongly
recommended** the
workshop

+35% employee
advocacy score

Employee Branding and Cross-Culture

Implementation of thematic workshops with all employees on branding, corporate values, and change. These activities created a strong sense of cohesion and stimulated new ideas that turned into concrete interactions.



Importance

How important do you consider branding for your business?



Workshop NPS

How likely are you to refer us to someone else?



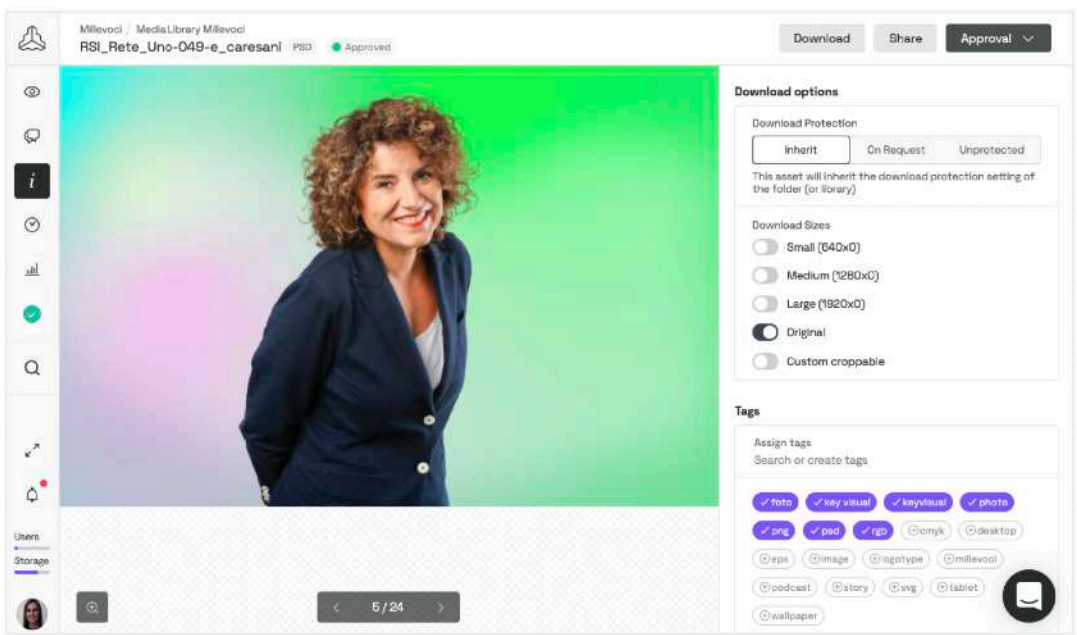
70%
EXCELLENT
NPS

+2900 brand assets
downloaded

-88% design variations
-628 h of brand reworks

Scaling Brand Vision Through a Design System

Developing a centralised Design System ensures visual consistency and cross-platform coherence. This is why it's important and often a good basis for empowering communication.



Dettaglio di un file caricato nella media library e dei suoi parametri.

client-logotype_compact_payoff_parental_RSI-**RGB_positive**

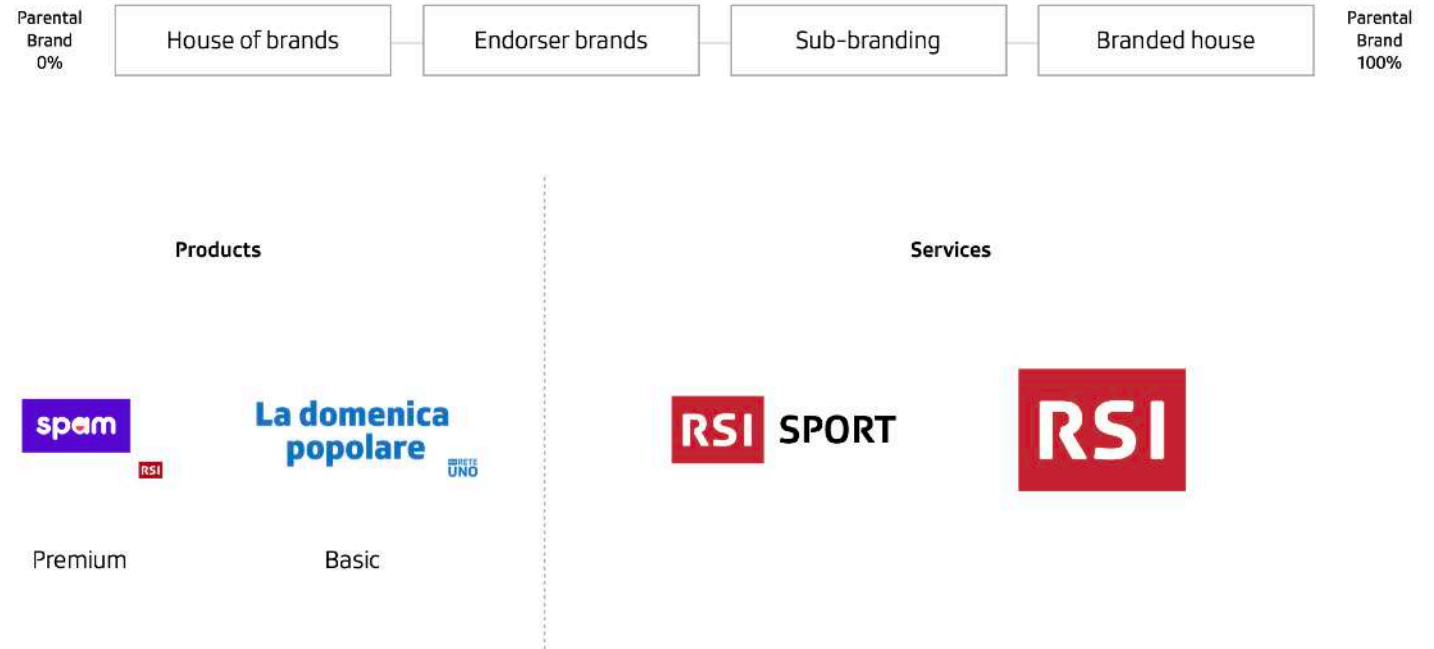
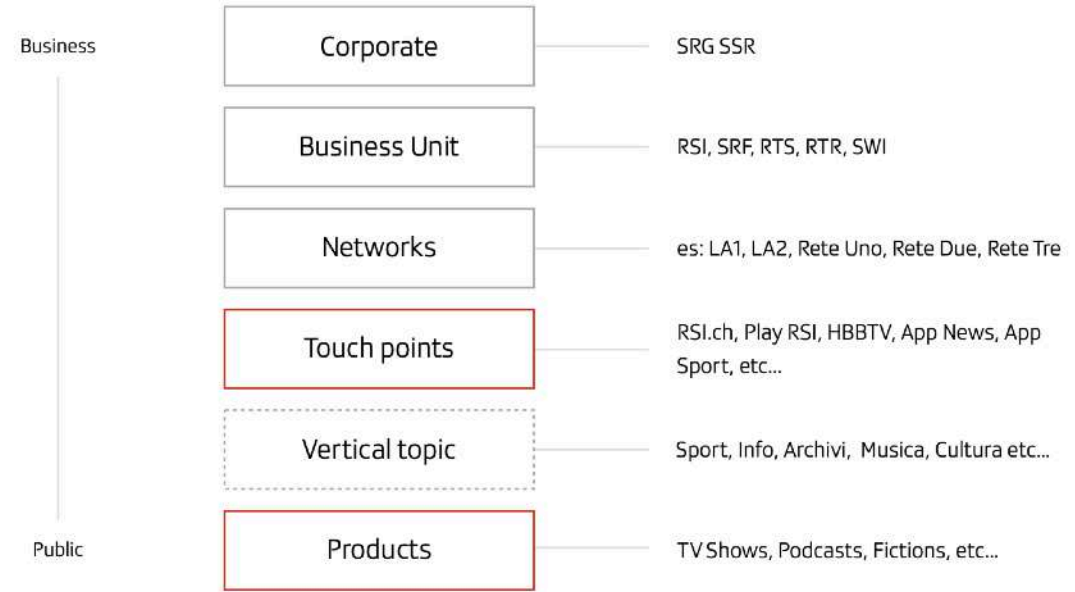
A B C D E F G

RSI Red	White	RSI Gray	Black
#AF001E	#FFFFFF	#333333	#000000
175, 0, 30	255, 255, 255	51, 51, 51	0, 0, 0
1797 C	0, 0, 0, 0	Cool Gray 10 C	0, 0, 0, 100
AMRA 600-2 1423	0, 0, 0, 0	Cool Gray 10 U	0, 0, 0, 100
10, 100, 90, 0		0, 0, 0, 80	
5, 100, 95, 0		0, 0, 0, 80	

(!) Special ink color AMRA 600-2 1423 to ask @ typography.



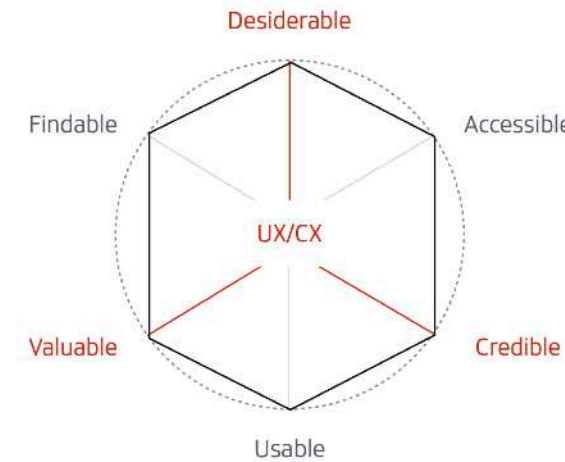
Architecture



Principles

Objective
Design an experience (UX/CX) that represent and create a strong relationship with the product, and consequently a tangible and valuable presence of RSI as public service into the daily business.

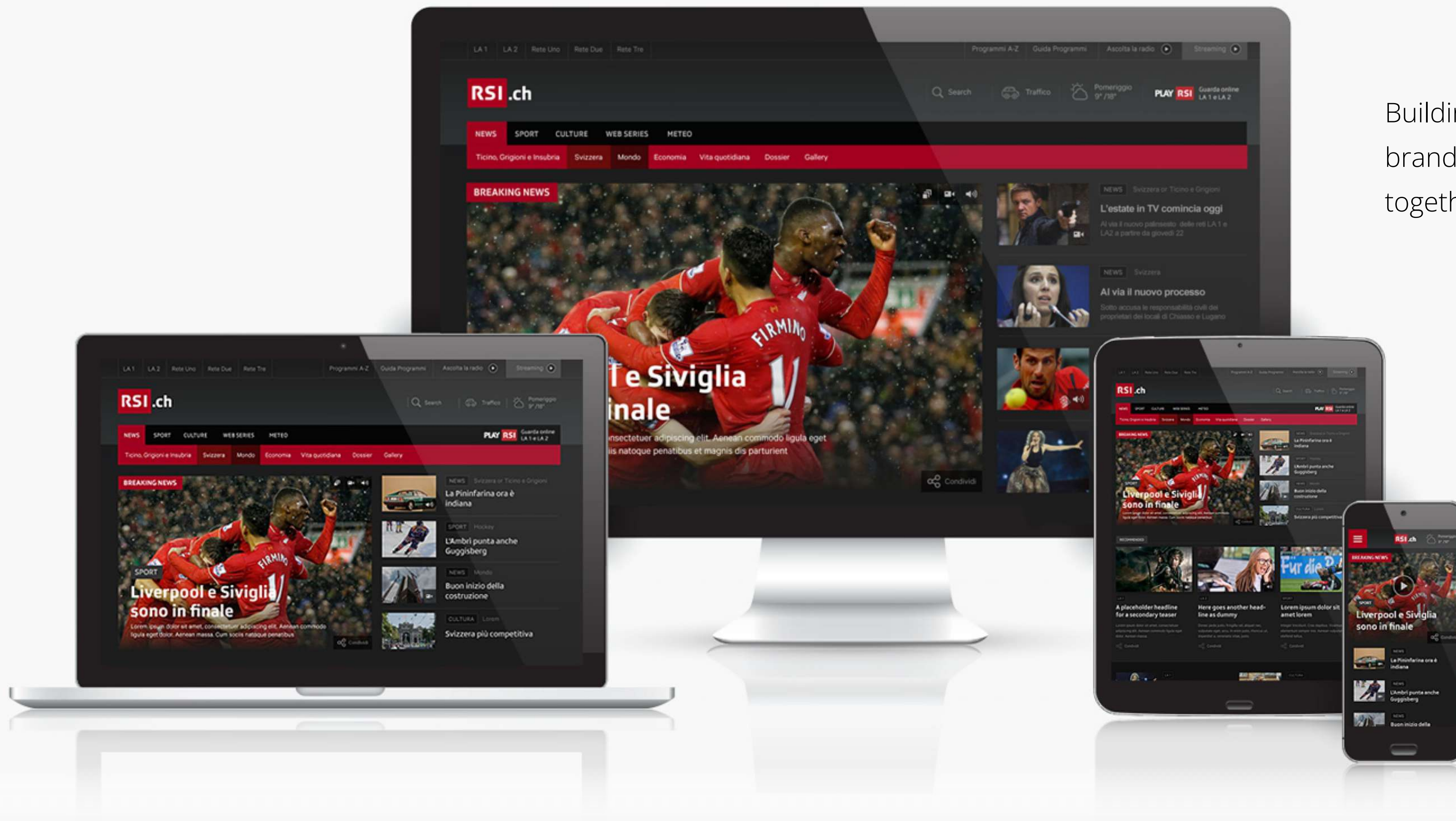
UX > User Experience
CX > Customer Experience



-44% homepage bounce rate
+73% conversions from portable devices
18 M page views per year (from 3.8 M)

One portable brand. Everywhere.

Building scalable digital ecosystems where brand, content and user experience work together consistently.



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[BrandInOneBite](#)