

Gianluigi Fragomeni

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Brand Strategy & Market Growth Leader

Executive Leadership | Brand Development | Project Manager | Design Development | Content Author

Senior Executive in den Bereichen Brand Strategy, Marketing Communications und Experience Design mit nachweislicher Erfahrung in Brand Growth, Marktpositionierung und Customer Engagement durch integrierte Strategien in Brand Management, Marketing sowie UX/CX. Fundierter Hintergrund in Executive Leadership, Teamentwicklung und datenbasierter Entscheidungsfindung in Corporate-, Medien- und Digitalumfeldern.

Brand Strategy & Positioning • Market & Brand Growth • Brand Experience & Customer Journey • UX / CX Strategy • Marketing Communications & Campaign Direction
Creative & Design Leadership • Team Building & Governance • Stakeholder Engagement
• Workshops & Facilitation • Agile & Design Thinking • Digital & Product Branding

Thought Leadership & Academic Activity

- **Autore e Docente, Corso di Certificazione in Tactical Branding, SUPSI**
Konzeption und Durchführung eines zertifizierten Programms mit Fokus auf die Verbindung von Brand Strategy und deren taktischer Umsetzung.
- **Guest Lecturer & Speaker**
Durchführung von Vorlesungen, Webinaren und Portfolio Reviews an internationalen Institutionen, darunter das Rochester Institute of Technology (Dubai) und die New York University Abu Dhabi.
- **Autore di "Brand in One Bite" (Newsletter quindicinale)**
+600 iscritti organici in tutto il mondo nei primi 6 mesi, con un tasso medio di apertura del 44%.

- **Webinar Host & Content Creator**

Konzeption und Durchführung unabhängiger Online-Webinare zu Brand Management, Positioning und Marketing Strategy.

Esperienza Professionale

Positioner SA, Sant'Antonino, Switzerland • (2024-25)

Agenzia di branding full-service specializzata nel supportare clienti del settore dell'hôtellerie di lusso nello sviluppo della strategia di marca e nella costruzione di una reputazione forte e coerente sul mercato.

Brand Growth Director

Led cross-functional brand experience projects for premium and luxury clients, aligning brand strategy with operational marketing execution. Defined brand governance models and guidelines to ensure consistency across customer journeys and touchpoints. Designed and facilitated workshops on brand consistency, tone of voice, and customer engagement.

Selected achievements

- Designed and launched the Employee Development Program to foster leadership, growth, and collaboration.
- Increased LinkedIn followers by +86.6%, generating 54,129 impressions in under 90 days.
- Built a new Creative Department, screening 140+ profiles, conducting 30+ interviews, and hiring 3 designers within 60 days.
- Established a strategic partnership with PwC, securing a long-term collaboration agreement.

Lifeware SA, Bioggio, Switzerland • (2023-24)

A pioneer in providing tailor-made, fully integrated, SaaS & web-based solutions for managing life insurance companies.

Head of Brand & UX

Owned brand strategy, positioning, and UX/CX initiatives across digital and corporate touchpoints. Led branding and creative initiatives by defining brand objectives, positioning, and brand codes, while managing a multidisciplinary team of five designers across brand, UX/UI, visual, and video. Implemented a shared design system, secured the lifeware.com domain, managed a €580,000 annual budget, and reported directly to the CEO, aligning brand, marketing, and product strategy with executive leadership.

Selected achievements

- +28% unaided brand awareness within one year.
- -38% change requests through UX-driven processes.
- 95% new brand guideline adoption in 6 months
- Achieved 350,000+ media impressions in Luxembourg via a flagship brand event.
- Delivered 10,000+ impressions, collected 120 CVs, and hired 4 PhD students through EPFL recruiting events.

- Increased LinkedIn followers organically by +27% in one year.

RSI Radiotelevisione Svizzera Italiana, Comano, Switzerland • (2015-23)

Handling the production and broadcasting of radio and television programs in Switzerland.

Head of Design & Brand Management (2021-2023)

Led national brand and design strategy across TV, radio, and digital platforms. Oversaw 24 designers and managed a 2.8M CHF annual budget. Directed UX/CX initiatives, innovation programs, and digital governance.

Deputy of Design / Digital Art Director (2015-2021)

Facilitated workshops on innovation, digital strategy, and change management; defined creative workflows, implemented tools and design systems, and led UX and CX initiatives. Managed the RSI TV image project, ensured successful brand and visual identity execution, oversaw a CHF 550,000 budget, and led a team of 24 designers across brand, TV, digital, and print.

Selected achievements

- Managed 300+ product brands across multimedia platforms.
- Increased design production output by 44% within two years.
- Directly involved in Play Suisse (brand and product) launch, becoming in 2021 Switzerland's second most-used streaming platform with 10.2% market share.
- Scaled RSI.ch to 18M annual page views, up from 3.8M.
- Produced and delivered national SRG SSR digital design governance.

Brainprogress SA, Lugano, Switzerland • (2004-14)

A company specialising in user experience, user research, product design and innovation.

Managing and Creative Director

Founded and led a UX and brand consultancy focused on digital innovation and experience design. Managed end-to-end projects, internal teams, and external partners, with full responsibility for business development and delivery.

Selected achievements

- Delivered 3.2M visits in year one for national media digital launches.
- Generated 11M page views through large-scale editorial platform redesigns.
- Secured international media coverage and VIP testimonials for flagship events.

Prior experience as a visual and web designer for Meroni Comunicazione, Archimedia SRL, and D+ International.

Education & Professional Development

- Centaur Media PLC (Accredited CPD), London - Mini MBA in Brand Management
- Centaur Media PLC (Accredited CPD), London - Mini MBA in Marketing
- Centaur Media PLC (Accredited CPD), London - Mini MBA in Management
- Future London Academy - UX Designer
- Future London Academy - Future of Branding
- HURAC - Assertive Leadership
- SUPSI, Scuola Universitaria Professionale Svizzera Italiana - Project Management Professional (PMP), Leadership and Management, Soft Skills Management, Creativity and Problem Solving
- ISCO, Istituto Superiore della Comunicazione - Visual, Web, and Industrial Design
- Liceo Scientifico “P. Giovio” - Maturità Scientifica

Languages & Technical Proficiencies

Italian (Native)

English (Professional working proficiency)

German (Average proficiency)

French (Basic)

Spanish (Basic)

Marketing Automation | CRM | CMS | Google Analytics (GA4)

Figma | Adobe Creative Cloud | Miro | Frontify | Atlassian Confluence | Typeform | CapCut

Microsoft360 Office Tools | Apple Keynote, Pages, Numbers | MS Projects

Awards & Extra

- SRG SSR HackDay 2017
 - 2nd Place (Media Innovator)
- Professional Volleyball Player, Italy & Switzerland (2001–2007)
 - Swiss Cup Finalist (2007)
- Founder & Advisor – Beach Volley Lugano
 - Created and led international event “Play with the Star”, featuring Bode Miller

Key Business & Brand Impact Metrics

SUPSI

- 4.8/5 average audience rating
- 4.6/5 average Net Promoter Score

Brand in One Bite

- 600+ organic subscribers in 6 months
- 44% average open rate

Positioner

- +86.6% LinkedIn follower growth
- 54,129 impressions in under 90 days
- 140+ candidates screened
- 30+ interviews, 3 hires in 60 days

Lifeware

- +28% unaided brand awareness
- 95% new brand guideline adoption in 6 months
- -78% non-compliant brand materials
- +35% qualified lead generation from employer branding campaigns
- -18% cost per recruitment qualified lead
- +28% brand advocacy growth
- +28% product adoption of the UX and design product framework in 6 months
- -38% product change requests per sprint
- -31% duplicate data entries within customer workflows
- 350,000+ media impressions from flagship event

RSI

- Managed 300+ product brands
- +44% design production output
- -88% non-compliant design variations
- 628+ hours of design rework eliminated
- +2,900 design assets downloaded
- -44% RSI.ch homepage bounce rate
- +73% mobile conversions on RSI.ch
- RSI.ch grew from 3.8M to 18M annual page views
- Play Suisse launch and growth to 10.2% market share (2020-2021)

Employee Branding Programs

- +35% employee advocacy score
- 72% voluntary participation
- 70% workshop recommendation rate

Further project details, business context and KPI methodology are available in the portfolio presentation.