

# GIOVANNI LAMARCA

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Cosmopolitan CEO and General Manager with 25 years of international work experience in 8 developed and emerging markets across Europe, LATAM and North America. Triple citizen and U.S. permanent resident, capable of speaking fluently 6 languages. Career trajectory in local, regional and global roles in marketing, sales and general management in Johnson & Johnson, The Coca-Cola Company and Japan Tobacco International leading a team of 500 people delivering revenue in the range of \$700MM.

- Proven General Manager track-record of growing consumer companies' market share, top and bottom line
- 10 years of P&L management and leadership for The Coca-Cola Company and for Japan Tobacco International
- Extensive and regular exposure to board members, CEO and Chairman. Member of extended Global leadership team
- Start-up and turnaround business experience in stable markets as well as in volatile, uncertain, and complex landscapes
- Large expertise in transformational leadership, business strategy, classic and digital Marketing, Sales and Innovation
- Comprehensive competencies in selecting top talent, coaching, influencing, assessing, building and inspiring teams to perform

## PROFESSIONAL EXPERIENCE

### RSR Partners

2016 - Present

#### Managing Director, Greenwich, CT

- Lead the Global Consumer Practice and co-leading the Chief Marketing Officer Functional Practice.
- Partner with leading organizations to unveil solutions for their executive and organizational needs and succession planning strategies.
- Spearhead the firm global expansion across several regions.

### KORN FERRY

2015 – 2016

#### Senior Client Partner – New York, United States

- Global Partner for international searches in consumer products with focus on top accounts and high potential clients.

### HEIDRICK & STRUGGLES

2012 – 2015

#### Partner Consumer – New York, United States (March 2014 – June 2015)

- Partnered with businesses to solve their strategic talent needs capitalizing on deep knowledge of the consumer industry.

#### Cluster Leader Western Europe & Partner Consumer Markets (January 2012 to February 2014)

- Partnered with top clients to build solutions for their senior talent needs, conducting executive searches globally across functions.

### LAMARCA GOLF

2011

- Founded a start-up firm that conceptualized, developed and prototyped new, high-end golf putters fully Swiss made. Patent owned.

### JAPAN TOBACCO INTERNATIONAL (JTI)

2002 - 2010

#### Vice-President and General Manager Switzerland - Luzern, Switzerland (November 2004 – December 2010)

Responsible for the Swiss business unit with revenue of US\$700MM. Reported into European President.

#### *Business Unit & Marketing Results*

- Set vision, prioritized investments and redefined business, marketing and sales strategies to revitalize low-performing unit.
- Worked with team to unveil marketing and sales opportunities, drive innovation, set price strategy, built portfolio range & expansion.
- Led Winston from brand 13 to brand 3 and Camel from brand 9 to brand 4; increased JTI's Share of Market from 9.3% to 19.2%.
- Achieved double-digit growth for 5 years and increased profitability 6 fold. JTI was the only Tobacco Company growing locally.
- Represented industry in leading business associations and boards. Engaged into dialogue with authorities to drive legislation.

#### *Organization & Team*

- Transformed culture, redesigned organization, redefined roles and responsibilities and internationalized team.
- Promoted higher integration across market and factory functions through events, sports' activities and "play to win" mindset.

#### *Factory Performance*

- Invested US\$120MM to enlarge and upgrade machines while improving capacity and quality producing over 200 SKUs to 26 markets.
- Doubled manufacturing output and diversified production. ISO 9001 awarded. Factory ranked 4<sup>th</sup> most efficient of JTI worldwide.

#### Global Sponsorship Marketing Director, HQ - Geneva, Switzerland (August 2003 - October 2004)

- Unveiled, assessed and negotiated concepts to expand sponsorships globally and locally within US\$25 million budget.
- Defined strategies and worked with over 20 markets worldwide to design activities, improve initiatives and build new opportunities.

#### Global Duty Free Marketing Manager, HQ - Geneva, Switzerland (July 2002 - July 2003)

- Defined the strategic scope of the brands within the Duty Free environment globally.
- Identified tools and partners, negotiated contracts and defined budget pioneering launch of smoking lounges at airports worldwide.

**THE COCA-COLA COMPANY****1997 - 2002****General Manager - Budapest, Hungary (January 2000 - May 2002)**

- Responsible for Market and bottler relationship. Volume grew +9% vs. PY.
- Led team, defined strategic goals, designed marketing activities, set pricing strategy, launched new products.
- Negotiated agency contracts capitalizing on opportunities to improve services and optimize investments.
- Monitored team that designed improved category management program to drive consumer trial and retention.

**Marketing Director - Prague, Czech Republic (March 1999 - December 1999)**

- Responsible for the marketing team of 17 employees.
- Delivered yearly target and prepared yearly strategic plan. Promoted to Country Manager Hungary during Regional restructuring.

**Marketing Manager - Vienna, Austria (November 1997- February 1999)**

- Led Cola drinks business and a budget of US\$18 million. Managed Team of 4 associates.
- Masterminded co-marketing partnerships that generated US\$12 million extra marketing funds in brand visibility.

**Group Brand Manager - Bucharest, Romania (March 1997 - November 1997)**

- Opened new office, hired and built marketing team supervising 9 associates across all brands and managed US\$17 million budget.

**JOHNSON & JOHNSON****1994 - 1997****Marketing Manager, Southern Europe & LATAM - Zug, Switzerland (July 1996 - February 1997)****Sr. Product Manager - Lisbon, Portugal (March 1995 - June 1996)****Assistant Product Director - Skillman, NJ, United States (January 1994 - February 1995)****LAMARCA EDITORES****1988 - 1991**

Family business. Co-founder of Publishing House, Rio de Janeiro, Brazil

**PEAT, MARWICK & MITCHELL (KPMG Auditing)****1986 - 1987**

Jr. Auditor, Rio de Janeiro, Brazil

**ACADEMIC BACKGROUND**

I.M.D. Lausanne, Switzerland

*High Potential Leadership Program***2009***Program for Executive Development (ten weeks) – General Management Program***2001**

American Graduate School of International Management: Thunderbird, Arizona, U.S.A.

*Master of International Management***1992 - 1993**

Catholic University, Rio de Janeiro, Brazil

*Bachelor of Business Administration***1982 - 1988****ADDITIONAL INFORMATION**

Languages: Native in Portuguese and Italian. Fluent in English, Spanish, French and German

Sports: Tae-kwon-do black-belt (2<sup>nd</sup> degree), golfer (hcp 7.2), tennis player, marathon runner, triathlete

Triple Citizen: Swiss, Italian and Brazilian. United States Green Card holder

Publications: *Sculpting Tomorrow Borderless Leaders*, 2015. *What color is your passport? Building the Multicultural Organization*, 2016, *Are you next? How great leader drive growth globally*, 2017

Guest Speaker: IMD Lausanne and New York. Thunderbird, Geneva campus