

# Matteo Fabiano

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## International Online Media Executive

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**SUMMARY** Execution-focused leader with 12 years of international experience in Online Media, Video and Web Technology. Entrepreneurial “athlete” with hands-on startup launch and market-entry expertise. Award-winning, multi-lingual manager with Fortune 50 background (Procter & Gamble, IBM, Hewlett-Packard). Masters in Engineering and international MBA.

*“Matteo is an excellent entrepreneur. I am consistently impressed by his ability to assess information quickly, react and think strategically. He has an amazing network, and is wonderful to work with. I’d support him anywhere.”*  
- Richard Titus, *Future Media Controller, Audio & Music and Mobile, BBC*

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- KEY EXPERTISE**
- **Online Media and Technology:** Executive in the online media and internet services industry since 1998. Deep knowledge of web technologies, acquired by rolling out and managing multi-million dollar systems and applications. Thorough understanding of the digital media, web video and online advertising value chain.
  - **Product Marketing:** Launched 2 consumer (online video and social media) and 2 enterprise (advertising and collaboration) internet products. Launched 20+ branded sites and portals. Market-entry strategy, market requirements, metrics, distribution, partnerships and pricing. ROI-driven marketing mix budgeting and execution (web, SEM, email, social media, video, PR).
  - **Startup Management:** Early-stage leadership roles in 3 technology startups. Successfully led fund-raising and due diligence. Marketing, business planning, budgeting, recruiting, operations. Advisor to international startups since 2004.
  - **Service Management:** Global online services experience with growing project/program size and budget responsibility. Strategy, pricing, profitability analysis, forecasting, optimization. Large-scale IT Service Management (ITIL) implementations.
  - **International Experience:** 10 years managing international teams. Launched Procter & Gamble eBusiness operations in Europe (40 countries). Managed on-site and offshore teams in Western and Eastern Europe, Central America and Asia. Lived and worked in Italy, Netherlands, Belgium, Switzerland and USA.
  - **Team Leadership:** Built startup team from 0 to 15 people. Line and project leadership of teams up to 60+ people. Consistently rated among top 10% in peer groups. Air Force platoon commander and training officer.

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## CAREER HISTORY **YOUR TRUMAN SHOW**

*Online video products and targeting technology (TagLift) for video publishers, advertising and social networks.*  
**COO** ..... San Francisco, 2007 – 2009  
*Employee #1 reporting to the CEO, responsible for marketing, financial planning and operations. Board observer.*

- Built and managed cross-national team of employees and contractors, setting up marketing operations in the US and offshore development in Europe.
- Completed 3 product launches in 15 months, establishing brand-awareness and visibility within the social media and online video industry in a highly competitive environment.
- Created online video interview series, *TagLift Views*, to promote launch of advertising matching technology.
- Rolled out low-cost content acquisition programs to jumpstart user content creation.
- Developed and closed advertising revenue-sharing and IP co-development deals.
- Established key investor relationships and sourced 2<sup>nd</sup> round of angel financing.

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## **COLLANOS SOFTWARE**

*Software startup developing P2P collaboration solutions with operations in Switzerland, USA and Eastern Europe.*  
**Head of Marketing & Business Development** ..... San Francisco, 2006 – 2007  
*Executive team member reporting to the CEO, responsible for product marketing and business development.*

- Launched Collanos Workplace in the US market, achieving double-digit monthly user growth.
- Launched web site, email marketing system and social media toolset under severe budget constraints.
- Led program portfolio execution, including web, SEM, viral, email, CRM, media, channel and customer pilots.

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## CENTRATA

Venture-backed enterprise software startup (KPCB, Clearstone, Intel).

**Senior Manager, Professional Services** ..... Redwood City, CA, 2005 – 2005

Software implementation leader with responsibility for team management, deliverables and customer satisfaction.

- Led team of 5 to manage Centrata's largest project engagement at British Petroleum.
- Supported successful sale of services engagement to DHL; created SOWs, estimates and proposals.
- Developed metrics-based best practices and selected tools to ensure repeatable, quality implementations.
- Standardized and "packaged" professional services proposal collateral and RFP, reducing proposal turnaround from 5 days to 24 hours.

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## HEWLETT-PACKARD

**Service Manager, Web Managed Services** ..... Belgium, 2003 – 2004

Responsible for global infrastructure services for Procter & Gamble web properties. Supervised team of 6.

- Managed outsourced web managed services for 200+ web sites.
- Negotiated \$3.6m global services contract with Cable & Wireless, reducing operating costs by 25%.
- Achieved business turnaround, ending 3-year loss by increasing revenue and operating margin.
- Led multi-disciplinary disaster recovery project, identifying and preventing potential loss of \$12m/day.
- Awarded 2003 HP Services Top Achievers Club Award.

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## PROCTER & GAMBLE

**Service Manager, eCommerce** ..... Belgium, 2000 – 2003

Team leader responsible for European region (40 countries) eCommerce infrastructure operations and projects.

- Streamlined European operations, standardized services and managed regional clients, SIs and vendors.
- Started up and led regional eCommerce support team (B2B, B2C, EDI, EAI, ERP and OMS systems).
- Off-shored support services to Philippines service center, resulting in savings of \$500,000/year.
- Launched 20+ global and country-specific consumer web sites (e.g. Clairol.com, Spinbrush.com, Crest.com).

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## IBM

**Project Manager, Global Services** ..... Italy, 1998 – 2000

Project portfolio manager for Southern Europe Global Services PMO, reporting to regional head.

- Led Task Force of 7 on IT logistics and asset management project, freeing up capital for ~\$5m and reducing idle equipment by 60%, which enabled the reallocation of funds for urgent capital expenditures.
- Optimized allocation of PC equipment, reducing workstations to users ratio from 1.6 to 1.3, on target.
- Managed portfolio of software deployment, infrastructure and process re-engineering projects.

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## ITALIAN AIR FORCE

**Lieutenant, Training Officer** ..... Italy, 1997 – 1998

- Led, trained, and evaluated 500+ Officer Cadets; Platoon Commander; ranked top 3% of peer class.

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**EDUCATION** **MBA / IMD, International Institute for Management Development** ..... Switzerland, 2004

Top international MBA program (Economist, Wall Street Journal, Business Week, Financial Times rankings).

- Consulting project for life sciences startup (Index Ventures): business model and market strategy.
- Consulting project for small appliances manufacturer: Asia/Eastern Europe sourcing strategy.
- Writer of the MBA Diary daily blog ([www.imd.ch/mba/diary](http://www.imd.ch/mba/diary)).

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**Laurea (MS) Aerospace Engineering / Politecnico Milano** ..... Italy/Netherlands, 1997

- Erasmus Scholarship: flight simulation research at SIMONA Center, Delft University of Technology, Netherlands.

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## ACTIVITIES & AWARDS

- **Executive Director & Board Member**, BAIA, Business Association Italy America.
- **Account Director**, Taproot Foundation, "The non-profit marketing agency".
- **Mind the Bridge Executive Committee**, International business plan competition.
- **Advisor**, Silicon Valley and International startups.
- **Distinction in Leadership**, IMD, 2004.
- **Top Achievers Club Award**, Hewlett-Packard, 2003.

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## OTHER

- **Certificates**: Project Management (PMI, SDLC) and Service Management (ITIL) methodologies.
- **Languages**: Italian (100% fluency), English (100%), French (50%), Dutch (30%).
- **US Permanent Resident** (Green Card), European Union citizen.