

Alessandro Cavallo



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SUMMARY

Entrepreneur, Seed Investor and Traction Manager. CMO & Co-Founder at Traction Management, Lecturer & Mentor at LUISS Business School, CEO at Cavallo Consulting & Partners independent consultancy & seed investing company and also member of Angel Partner Group business angel community. On a mission to bring Traction to SMEs and startups, helping them achieve better ROI on marketing & CRM campaigns.

EDUCATION

LUISS Guido Carli, Roma —
Scienze Politiche, 2003
Università Cà Foscari, Venezia —
Master in Comunicazione
d'Azienda, 2004

EXPERIENCE

Board Member at BlazeMedia

April 2018 – Present

Overlooking performance-based revenue generation processes across the network.

CMO & Co-Founder at Traction Management

January 2017 – Present

At Traction Management we believe SMEs and Startups too often end up abandoned along the path of evolution. Whether they sprang out from Accelerators or bootstrapped, after receiving the

LINKS

www.cavalloconsulting.it
www.tractionmanagement.it
www.blazemedia.it

first financing they are often left alone to tackle the growth phase. At Traction Management we have a solution: our unique trustworthy Traction Tools support package.

Lecturer & Mentor at LUISS Business School
March 2017 - Present

Lecturing and mentoring the Full time MBA AdVenture innovative entrepreneurial expertise lab. Supporting students in developing entrepreneurial skills and insights through training sessions, live case studies and knowledge-sharing events, tackling real-world business challenges and strategic solutions.

Lecturer at Altura Labs
May 2016 - Present

Conducting a seminar, within the Web Marketing & Social Media Management Master program, on "Entrepreneurship in the Start-up Era" focused on entrepreneurship, innovation and methodology, covering the main challenges that students, as entrepreneurs, will find down the path of building their own start-up.

Member at Angel Partner Group
June 2015 - Present

Angel Partner Group (APG) is a business angel association of professionals, managers and entrepreneurs who believe in entrepreneurship and innovation as engines of economic growth. The association founding member is LVenture Group, one of the leading VC firms in Europe, the only listed on the Italian Stock Exchange (MTA).

CEO at Cavallo Consulting & Partners
January 2014 - Present

Operating primarily as seed investors and advisors, we support companies in strategy adoption and lean processes by employing

advanced techniques and appropriate tools. We help companies focus their efforts and kick in growth. Some of our most promising portfolio companies: Kpi6, Dynamitick, Babaiola, Vikey, Yakkyo, Traction Management, 2manyApps and Xingu.

CEO at IXILY

January 2016 - January 2017

Leading company, part of Nanalab group, operating an international network of price comparison portals. Constantly investing in R&D to improve search services and multi-purpose comparison, focused on delivering comprehensive and compelling information to users by providing valuable support to their buying decisions. Key target was to transition operations and proprietary technology development and integration within the group, while supervising media buying and optimization operations, customer acquisition strategies, partnership and new business development.

CEO at WeBoost MEDIA

April 2013 - October 2015

Founded and bootstrapped the company (then WeBoost) with €30.000 FFF pre-seed funding reaching from 0 to €1,000,000 yearly revenues in less than 3 years. Owner of an international network of price comparison portals operating in 10 markets (network.payitless.com). Later became WeBoost MEDIA after the merger of WeBoost and KingKontent. Main focus on growth, campaign strategies, product development, HR and new business development. Also supervised marketing strategies, products & services development, editorial production management, advertising direct sales supervision and new business development.

CEO & Founder at KingKontent

August 2009 - April 2013

Founded the publisher service company, owner of a network of blogs, proprietary blog management and crowdsourced content production platform (registered software co-author). Focused activities on editorial product development and services and advertising direct sales supervision.

Lecturer at Ateneo Impresa

May 2011 - December 2012

Conducted seminars on Search Engine Marketing Strategies.

Advertising Manager at One Worldwide S.r.l. (One Italia S.p.A spin-off)

November 2007 - October 2008

Planning and management of important online/offline advertising budgets and campaigns throughout a broad spectrum of countries (Italy, UK, US, Brazil) for mobile phone VAS products.

Online Marketing Manager at One Italia S.p.A.

November 2006 - November 2007

Online campaigns management for international mobile phone VAS (Search engines, Affiliation, Display, Direct Marketing). Optimization of purchase flow and conversion rates. New business scouting and project management of innovative integrations.

Marketing Manager UK at Populis

March 2005 - October 2006

Strategic development of GoAdv (later became Populis) new projects, partnerships and on-line campaign's management. Focused on the start-up of UK based website (350.000 u.v p/m). On-line advertising management on CPC and CPM platforms

(AdWords, Overture, MSN, Lycos, Soho) and Affiliation platforms
(Tradedoubler, Zanox, OMG, Commission Junction, Affili.net).

*Marketing Manager Assistant at Johnson & Johnson
Medical*

September 2004 - February 2005 (6 months)

PR & Events Organization, Sales co-ordinator.

Account Executive at Roncaglia & Wijkander

March 2004 - September 2004

Relations with clients and new business development.