

Alessandro De Leo

Skilled Manager with more than twenty years experiences in Marketing and Sales, working on the launch of successful and strategic campaigns within the area of Consumer Electronic, Retail, products & contents management.

Responsible for marketing local strategies for the PS Plus and PS Store but also for digital contents partnerships (such as DAZN/Netflix/NOW) in accordance with the global team and guidelines.

Business expert at **market analysis and trends** in order to understand key issues and opportunities and define main actions to achieve targets and KPI's.

Responsible together with **Trade Marketing Team** for customized activities and special project to support the Business @retail and for finding business opportunities fitting PlayStation products, such as Telco Partnerships and new Business.

As eSport **manager**, responsible (in accordance with global team) for eTournaments in Italy, working with partners to support our eSport projects (eg. Mercedes, AS Roma, FC Inter, etc...).

Data market driven, proactive attitude and strong attention to details make me a person able to operate in a dynamic organization to reach business goals and how to respond to a range of needs working out promptly on different solutions. I am very keen on developing trusted and profitable business relationships with internal and external stakeholders. Strong team player with natural attitude to human relationships and ability managing people.

Some Personal Projects

2013 – Italian PS4 launch (<https://www.youtube.com/watch?v=ODHCouyFRAs>)

2014 – YT Contents with Talents (<https://www.youtube.com/watch?v=FU48bemFlml>)

2015 – Launch the first PS+ rewarding Platform

2015 – Launch the first PS eSport league in Europe with Spain

2017 – Partnership with Telco (Fastweb) and PS+ (first time in Europe)

2019 – Italian PS Now launch

2019 – Dedicated Xmas Campaign to support Retail sales

<https://www.youtube.com/watch?v=Me-4kxf9-l0>

2020 – Unique collaboration with AS Roma for esport Activation:

https://www.tuttosport.com/news/esports/fifa/2020/03/31-68406040/fifa_20_playstation_e_as_roma_lanciano_club_scouting_challenge

2020 – Branded content activation to support PS Store: <https://www.youtube.com/watch?v=gA7zUllb71Q>

2022 – Partnership with Vodafone – (<https://www.youtube.com/watch?v=jjWrIthQ3Cg>)

2022 – PS Plus Relaunch

2022 – PS Gift Card Campaign – (<https://www.youtube.com/watch?v=e44XbAYDxYU>)

Core Skills

- Strategic Market Planning
- Campaign Planning (Classic & Digital)
- Budgeting/forecasting (Product & Media)
- Instore & Trade Projects
- Event Activation and Promotion
- Retailer and Stakeholder Relations
- Brand Management
- Market Research
- B2B & Partnership Management
- Influencer Activations

CAREER HISTORY

SONY INTERACTIVE ENTERTAINMENT ITALIA

Services, Engagement & D2C Senior Marketing Manager

April 2023 to present

In charge on services and D2C (PS Store), I work with global team to finalize the local strategy. Developing engagement activations on Platforms (PS4/PS5) with creation of unique experiences around our world (such esport). Increase efforts on partnership and new business area to find partners to support PS brand and business (from Telco companies to loyalty programs). Responsible together with Commercial Team for customized activities and special project on trade (Business @retail)

- Implementing B2B partnership for PS HW & Services (eg. Telco companies)
- Services & D2C local marketing strategy
- Manage activations to support engagement on PS (eSport, brand partnerships)
- Supporting Commercial team to finalize activations @retail

Senior Marketing Manager Digital Business & eSports

April 2017 to April 2023

Marketing manager for all PlayStation services (PS Store & PS Plus), non gaming contents and eSport developing strategy and marketing campaigns, launching 2 products (PS Now in 2019 and new PS Plus in 2022) coordinating media, PR, communication agencies and trade. I'm also in charge for partnership (such as Telco) and eSport activities in Italy to maximize the PS business.

- Leading the strategic development of marketing plans
- Managing media budget and coordinating agencies (media & digital)
- Esport ownership for PS Italy
- Non gaming contents relationship and planning

Senior Digital & Peripherals Brand Manager

April 2014 to March 2017

In charge of directing for PS Plus product, the payment subscription that allows users to play online on PS4 and provides with other facilities on PlayStation Network, and all PlayStation peripherals, such as Joypads or cameras. Working on it in order to improve the PS Plus value, also through the implementation of local projects, and peripheral business with strategic plans.

- Analysing new media market to ensure different ways of communicating
- Managing SCE Italia own media
- Managing media budget and coordinating agencies
- Developing a local rewarding strategy and platform
- Implementing partnership with Sony Mobile within the communication activities with Telco

Senior Hardware Manager

April 2011 to March 2014

Home entertainment and portable platforms manager. Developing business plan to launch of the last two PlayStation Consoles (PS4 and PS Vita) directing all business operations

- Developing business plans to launch new products
- Analyzing gaming and media market
- Coordinating the videogame partnerships
- Coordinating Sponsorships and Endorsers

PR Manager

September 2006 to March 2011

Responsible for leading the SCE Italia media contacts with mainstream and specialized press. Arranging media events and management interviews.

- Developing PR Strategies with Pr agency support
- Increasing and strengthening online and offline media contacts
- Planning media and trade events
- Solving Crisis Management

Software Product Manager

July 2004 to August 2006

- Leading the new videogames launch
- Developing and performing videogame marketing plans
- Dealing with music companies for songs acquisition

Trade Marketing Product Manager

January 2001 to June 2004

- Developing POS
- Coordinating the UCL Sponsorship
- Managing trade web site and newsletter

WYETH LEDERLE

Market Research Specialist

February 1997 to December 2000

- Forecasting
- Monitoring and analyzing sales data
- Presentations and sale sheets preparation

EDUCATION

Degree in Marketing and communication

University of Rome, La Sapienza

SKILLS

Language: English proficient

Computer: MS Office, Sap, Internet applications

HONORS AND ACTIVITIES**ILM – Level 3 Certificate in Leadership & Management****CEGOS - Seven Habits**

Master in “New Marketing Frontiers”

Master in “Trade Marketing”

Master in “Public Speaking”

Master in “Pharmaceutical quantity and quality analysis”

INTERESTS & SPORTS

National tennis Referee, DJ and music producer – Tennis, Ski, Swimming, Football