

## **Andrea Ruggeri**

Defines the positioning and communication strategies for brands that look to advertising for the first time and goes into significant business results.

Today they are part of emerging trends.

Amadori | Avanzi | Deox | Fileni | Selenella | Almaverde Bio | FAAC

Is committed to redefining the language of institutional communications leisure, tourism and local projects.

Develops and redefines the public communication for municipalities, regions, foundations and associations.

Co-founded Jack Blutharsky Group, adv agency that operates 11 brands (50% start-ups).

Co-founded GH tourist Company: the start-up Web Freshcreator, is the best software for tour operators online (Winner 2011 Unindustria-Presidenza della Repubblica)

Realizes the communication strategies of brands top of mind (several relevant case histories)

Launches: Timberland | Mandarina Duck |

Relaunches: Ray-Ban | Montenegro |

Contributes, in the new business unit Y&R, the acquisition of 18 brands

Specialties: Start-ups, brand positioning, public communication strategy, trend developments.

Sustainable communication.