

CURRICULUM VITAE

Luca Cracco



PERSONAL INFORMATION

First name, Surname

LUCA CRACCO

Adress

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Nationality

Italian

Date of birth

06/06/1982

WORK EXPERIENCE

September 2007 - Present

Consorzio Tutela Formaggio Asiago – 15 Via Giuseppe Zampieri – 36100 Vicenza (VI) Italy

www.asiagocheese.it

Area Marketing

- *Management, planning and monitoring of marketing budget and long-term promotional strategies.*
- *Development of online and offline editorial communication plans.*
- *Implementation of advertising campaigns (TV, press, radio, digital).*
- *Organisation and coordination of major international trade fairs:*
 - *Cibus (Parma)*
 - *Tuttofood (Milan)*
 - *SIAL (Paris)*
 - *Anuga (Cologne)*
 - *Foodex Japan (Tokyo)*
 - *FHC Shanghai Global Food Trade Show (Shanghai)*
 - *Summer Fancy Food Show (New York & San Francisco)*
 - *Thaifex (Bangkok)*
- *Main contact person for key local events such as Formaggio in Villa (Cittadella, PD)*

and Made in Malga (Asiago, VI).

- Preparation, submission and financial reporting of regional, national and EU funding applications.
- Collaboration on complementary topics including quality control and product compliance.

Key responsibilities in the last 3 years:

- Contribution to the development of the new communication campaign #siAsiagoDOP (TV commercial, website redesign, new corporate visual identity).
- Management of three national advertising campaigns and one local TV & radio campaign (total budget approx. €2 million).
- Development of partnerships with Jeunes Restaurateurs and Gambero Rosso to position the product in fine dining restaurants.
- Two-year partnership with Veronafiere as "Official Cheese" during:
 - Vinitaly
 - OperaWine
 - wine2wine Business Forum
- Management of international promotional projects in USA, Canada, Germany and France in cooperation with:
 - Consorzio per la Tutela dei Vini Valpolicella
 - Consorzio Asti Docg
 - Consorzio Tutela Speck Alto Adige
- Speaker at approx. 20 training courses and masterclasses (retail staff, chefs, buyers, hospitality students, journalists).
- Currently responsible for trade marketing activities, particularly with major retail chains (GDO) and the Ho.Re.Ca. sector in Italy and abroad.

February 2007 – September 2007

Serenissima Ristorazione - Vicenza (VI) Italy

Quality & Dietetic Technician

- Food monitoring (expiry dates, origin of raw materials, quantities).
- Evaluation and sourcing of raw materials.
- Development of dietary plans for individuals with allergies or food intolerances.

April 2006 – October 2006

ULSS 8 Vicenza – (VI) Italy

Food Hygiene and Nutrition Service

- Inspection and supervision of food businesses.
- Detection of contaminants and non-authorized substances in food.
- Control of materials intended for food contact in catering establishments.

June 1995- October 1995

Comune di Cornedo Vicentino – Piazza A. Moro – 36073 CORNEDO VICENTINO (VI) Italy

Municipality Administration – Accounting, taxes and duties

Front Office Staff

December 2002 – December 2003

Burro De Paoli Spa – Vicenza (VI) Italy

Laboratory Analyst

- Chemical, physical and microbiological analysis of butter and cream.
- Use of laboratory equipment (mass spectrometer, microscope, laboratory glassware)
- HACCP control plan evaluation.

EDUCATION AND TRAINING

May 2024	Advanced Training Course in Project Management ADHR – Vicenza
April 2020	Public Security Officer Qualification, 2020 Italian Ministry of Agricultural, Food and Forestry Policies (MIPAAF) – Rome
April 2012	Master in Marketing, Communication and Digital Media Il Sole 24 Ore - Milan
March 2007	Master's Degree in Food Science and Technology, 2007 University of Padua – Final grade: 105/110 Thesis: Milk allergies and intolerances
June 2004	Bachelor's Degree in Food Science and Technology, 2004 University of Padua – Final grade: 104/110 Thesis: Food supplements – functional tool or commercial business?

PERSONAL SKILLS AND COMPETENCES

MOTHER TONGUE ITALIAN

OTHER LANGUAGES

ENGLISH
Listening B2
Reading B2
Speaking B2

FRENCH
Listening A2
Reading A2
Speaking A2

Organizational and Management Skills

Strong teamworking attitude and collaborative leadership approach.
Project-based planning and long-term strategic management.
Reliable and deadline-oriented, particularly in public funding applications.

Achievements

Advertising campaign #siAsiagoDOP awarded:

- Best TV Commercial (2021)
- Best Radio Commercial and Print Campaign (2022) at the national "Formaggi & Consumi Awards".

In 2022, Asiago PDO ranked:

- 3rd most mentioned cheese brand
- 4th in overall brand awareness (Source: Nielsen).

Two awards at the Great Taste Awards for Asiago PDO (24-month aged and Fresco Riserva).

Launch of new product formats in 2023 (sliced, grated, single portions).

Approval of a €1.5 million EU three-year promotional programme (2025–2027) for Southeast Asia.

Other competences and skills

Available for travel and relocation.

UEFA B licensed football coach (2007–2013 youth team coach).

Volunteer since 2023 with Associazione Morosini (CPR and BLS training).

Certified BLS Instructor (since 2025).

DRIVING LICENSES

Italian driving licenses A and B

I hereby consent to the processing of the data I provided in this CV. I declare my agreement with the data protection regulations in the data privacy statement.

Vicenza,, March 2026

Cracco Luca

