

# CURRICULUM VITAE ET STUDIORUM

## RICCARDO CATAGNANO

EXECUTIVE CREATIVE DIRECTOR  
Head of Branded Content



### INFO

**CELLULARE:** +393392067887

**EMAIL:** riccardo.catagnano@gmail.com

I'm an executive creative director with experience in international advertising agencies, creator of a wide range of communication platforms, campaigns and ideas and former screenwriter. I'm passionate about creativity, and contagious ideas: from creation of powerful strategic insights that can speed up brand and companies growth, to the selection and management of partners such as production companies, talents etc.

The campaigns I developed for SAP, Actionaid, Motta and many other clients have become successful case studies.

Motta "asteroid" in particular has been one of the most controversial and discussed campaign in Italy of the last twenty years.

To spread the culture of communication and innovation, I am speaker and host at IULM University and at Wake Up Innovators Evolution, an online platform created for Milano Digital Week.

I am also the host of an online show named Brand Factor, created to help clients and stakeholders to better understand and successfully use branded entertainment to improve their reputation and spread values and ideas.

I am enthusiastic, positive, passionate about team working and talent growing. I'm the father of Lola, an incredible 6 years girl that teaches me something new every day.

### SKILLS

Creative Strategy  
Brand Strategy  
Public Speaking  
Creative Solutions  
Mentoring  
People Management

## EDUCATION

### Università degli Studi di Palermo

Degree in Foreign Literatures with Top Grade | 2001

### Freie Universitaet Berlin | 2001

### Universitaet Mannheim | 1997

Mother tongue Italian, fluent English, basic German

## WORK EXPERIENCE

### Executive Creative Director

#### Adverteam - Next Group | Milano

September 2024 - present

### Executive Creative Director

#### Head of Branded Content

Connexia Società Benefit | January 2019- present

People management, Agency lead.

Integrated Campaigns for Actionaid, SAP, Buondì, Motta, Panettone Motta, Pulsee, buddybank powered by Unicredit, Bakecait, Engie.

### Evangelist and Professor @ Master OBE

OBE Academy Board Member - Osservatorio Branded Entertainment

February 2020 - present

### Professor

"Creative direction and Integrated Campaign"

NABA \_Nova Accademia Belle Arti 2019-2020

### Creative Director

Saatchi & Saatchi | January 2011 - January 2019

- Creative Direction & Team Lead  
Integrated Campaigns for Buondì, Motta, "Asteroid" Saga, Panettone Motta, Toyota, Comedy Central, Intesa SanPaolo, Mtv, Visa, Birra Peroni, Rotoloni Regina

### Regional Copywriter EMEA

Saatchi & Saatchi | January 2007- January 2011

- Creative Copywriting  
Communication Campaigns for Procter&Gamble (Oral Care, Personal Care)

## WORK EXPERIENCE

### **TV Screenwriter**

Italia Uno, All Music TV | January 2005 - January 2007

- Co-author of fake movie trailers for "MAI DIRE GOL" and "MAI DIRE TV" with the italian comedian Maccio Capatonda
- Co-author for "All Music Show" of a 30 episodes tv show with Maccio Capatonda

### **Copywriter**

VMLYER 2003 - 2005

TV, Radio and Print campaigns for Telecom Italia Mobile, Danone, Barilla.

### **BGSD' Arcy 2001 - 2003**

TV, Radio and Print campaigns for Swatch, Ikea, Wind.