FILIPPO CERAGIOLI

Via Vittorio Veneto n°6, 55045 Marina di Pietrasanta, Lucca - Italy
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YACHTING EXPERT

A seasoned entrepreneur and consultant with more than 20 years' experience in the yachting industry, specialising in the areas of marketing, business development, change management and communication; environmental and ocean protection activist. A thorough knowledge of and applied research into cutting-edge eco-innovation and eco-design within the boating sector.

CORE COMPETENCIES

Strategy | International Marketing and Business Development | Brand | End-to-end Sales lifecycle
Cross-Functional Communication & PR | focused networking | Investors Consulting | Project Management | Eco Innovation | Green Energy Environmental development | Market Analysis | Budgeting | Research
Languages: Fluent in Italian and English with an understanding of French, basic Swedish.

PROFESSIONAL EXPERIENCE

CERAGIOLI-STORÅKERS *Associates* *Italy / EU / USA*
Founder/CEO **2009-Present**
Experts in business consulting services in the yachting sector.

- **TEDx speaker**: "Is the moment to change boat?" (Forte dei Marmi, 2023)
- **Parley for the Oceans**,
  - EU/Med responsible for new partnerships and collaborations with major contributing brands (www.parley.tv).
  - *SailGP Australia - "Impact League" Parley's supporting team member (Team winner of the league 2022)*
  - *Fundraiser for "The Ocean School project"*
- Member/Contributor of **Forbes** *Communication Councils (2020/2022)*
- **Scuola Superiore Sant 'Anna di Pisa,** Erasmus Sport ACCESS Project: "Measuring environmental sustainability in the sport industry" (2023), technical participation.
- **Politecnico di Milano**: Adjunct Professor, Master in Yacht Design – superyacht marketing module (from 2018)
- **International University of Principautè du Monaco (IUM)**: Adjunct professor at for the MSC in Luxury Management. Subject matter: Yacht business international marketing strategies (2015 to Present). **DBA** (Doctorate in Business Administration**) defence commission external member**. DBA Title: The Iceland Ocean Cluster.
- Guest speaker at **Pisa University**, Master in Nautical Management. Subject matter: The small business act for Europe in yacht business industry (2011/2012).

Key Projects:

Rossinavi – Marketing Strategies and Communications. ***2014 - 2020***
Orchestrated brand repositioning through corporate/product identity analysis. Created marketing strategy definitions, supporting international sales efforts. Undertook customer behaviour analysis, driving research into new market segments. Result after six years: Quintuplicating of company turnover.

Successful projects:

- MY "Polaris" (48mt) - International Press Presentation (**ShowBoats Award Winner 2015**)
- MY "Taransay" (40mt) - International Press Presentation (**MYS Superyacht Awards Winner 2016**)
- Millennials yacht design project (Project launch Design Miami 2016 – ongoing project)
- MY "Endeavour II" (50 mt) - Green / Diesel Electric Project (**ISS Winner 2018**)
- MY "Aurora" (49mt) – Mainstream Media Campaign **(Robb Report Best of The Best Yacht 2018)**
- MY "Utopia IV" - International Press Presentation (**World Superyacht Awards / ISS Winner 2019**)
- Projects "Aurea / SS65" Pininfarina (**Robb Report Best of The Best Yacht Superyacht Concept 2020)**
- **Parley for the Ocean** partnership PM project **"Underwater Pavilions"**

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Navigo / PENTA Marine Industry Consortium - Co-Project Manager ***2010 - 2014***

Assigned to the Eco-Innovation EU Funds Programme (for wood R&D project in marine Industry). Secured 50% EU financial approval for project budget: Euro 1.800.000,00. Led EU Eco-innovation call in 2013 based on sustainable supply chain for yachts and sustainable yacht dismantling.

Member of Board of Directors and Head of International Marketing of YARE ***2010 - 2014***

(Yacht After sales Refit Exhibition). Coordinated workshops and international networking event

The Small Business Act for Europe (SBA) **2010 – 2012**

PM for Regione Toscana for the Italian SBA yacht projects presentation at METS Trade (Holland).
Consultant for "Il Sole 24Ore" about the SBA model implementation in the Italian yachting sector.
National Delegate of the SBA association (Reti d'Impresa PMI) for the yachting sector

Vismara Marine Shipyard / Baltic Yacht Finland (broker for Mediterranean region) ***2010 - 2012***

Delivered expert project management for international marketing and fundraising for green yacht project prototype Vismara V-50 "Hybrid. Setting up the international marketing strategy for Vismara Marine brand. Successful projects:

- V'80 "Luce Guida" - International Marketing & Communications
- V'50 "Hybrid" - Project Financing and International Marketing PM
- Baltic 56' "Obelix" and Baltic 56' "Adidi" – Brokerage

VSS Versilia Supply Service Srl (3rd largest global yacht supplier): ***2010 - 2012***

Provided an online planning and development platform to offer goods / services online to yacht owners in alignment with IACS / Solas regulation. Undertook a successful analysis of the Chinese market, supporting the start-up of a yacht refit service unit in Hainan Island. Performed further analysis of the United Arab Emirates market.

Moores Rowland International ***2010 - 2012***

Project manager for an international marketing consultancy focusing on small/medium size companies within the yachting industry. Specialist for the strategic planning and implementation of the "Small Business Act for Europe" combining innovation with the coordination of a new business model developed from the European Parliament, ultimately assisting the growth of a number of small size companies into newly formed, competitive mid-size organizations.

CNA Confederazione Nazionale Artigianato (National Union of Small Craftmenship) ***2009 - 2010***

Marketing and Communication consultant for Italian small/family business companies working in the supply chain for interior contractors, designers, decorator, art for interior realization of yachts.

Sprintgroup Srl – Sprint Tiles Export LTD *Italy / Sri Lanka*

CEO/Managing Director **2007-2008**

Shareholder and strategic leader of a joint venture between Italy, Sweden and the Principality of Monaco for a company specialising in production, importation and exportation of marbles and ceramic tiles.

- Enhanced performance across ASEAN and Americas through innovative international marketing strategies.
- Established the organisation's e-Commerce platform for a production unit in Sri Lanka.
- Grew revenue by over 32% within one year of tenure, building a profitable client network.

Stonelitegroup Srl *Italy*

Managing Director **2002-2006**

Strategically drove a joint venture between Italy, the Netherlands, France and the Principality of Monaco for production of innovative marble products for yacht interiors, using lightweight stone technology.

- Led the business start-up, securing multiple international marine industry contracts for new construction and refits.
- Elevated the company to achieve market leadership for marble / onyx / stone interior realisation for mega / giga yachts in EU (11 shipyards: 2 in Italy, 4 in the Netherlands, 2 in Spain, 2 in the UAE and 1 in Turkey).
- Established after-sales operations encompassing a line of services and products for lightweight stone maintenance and light refit (serviced more than 50 yachts before the end of collaboration).

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ADDITIONAL EXPERIENCE

ASD Nimbus Surfing Club (Non-Profit)

President ***1995-Present***

First Italian surf club est. 1993 with more than 500 members across two Italian Olympic Committee Federations - surf and sailing, surf school recognized by ISA, the International Surfing Association. Organizer of the Italian event of several world tours of "Surf Academy" aligned with sport brands such as Oxbow, Bear, O'Neill, Billabong and Quicksilver. Organizer for the surf team participating in the "Malibu Classic Invitational 2012" (California, USA), where Nimbus team reach the 4° place first among the Europeans. Organizer of A-class catamaran National Championship; the Vintage sailing trophy and the final race of the Standup Paddle National Championship in 2016. Project Manager for the educational program "Scuola del mare" during Summer 2020/2023. Project Manager Surf Skate Film Festiva 2021.

New York Marathon 1999 1999- New York, USA

Stage in sponsorship campaign and event management. Volunteering service for translation during the event.

Soccer Investor Ltd 1999, London, UK

Stock market experience of soccer teams. Specialized Italian media reporting and market analysis.

B.T.G "Monte Cervino" Alpini Paracadutisti 1997, Sarajevo Bosnia Erzegovina

Special Operation Forces aggregate to the14th Regiment NATO/SFOR

EDUCATION AND QUALIFICATIONS

- **Master in Nautical Management,** *Pisa University, Italy* 2011/2012
- **Master in EU Funds and Tenders,** *Italian Chambers of Commerce, Brussels, Belgium, EU* 2010
- **BA Hons International Business/Finance,** *Nottingham Trent University, London, UK* 1997/2002
- **International Business Management,** *Manhattan Institute of Management, New York, USA* 1999-2000
- **Sport Marketing and Major Events Management,** *New York University, New York, USA* 1999-2000
- **Non-violent communication/education course,** cnvc.org 2024

PUBLICATIONS

- 2020 - "Principles of yachting" book for professional and educational courses (Ongoing project/end: 2025)
- 2019 - 40 Year of Rossinavi, Rizzoli New York (my handover: December 2020)
- 2016 - "Today, Tomorrow, Taransay", book on the reconstruction of the 1930's yachts project.
- 2013 - "Un mare di network", Il Sole 24 Ore, Report on the yacht enterprise network business models (n° 15.000 copies, date of publication: 30/05/2013).
- 2012 - Benetti.net the yacht enterprise network business model

MISCELLANEOUS

- Italian Ambassador for the Superyacht Life foundation (NL)
- Italian Ambassador of the ISS, International Superyacht Society (USA)
- Former Member of the YPY, Young Professional in Yachting Monaco (2013/2015)
- Secretary of The Municipality of Pietrasanta Sport Committee (Census: 8.700 Athletes)
- ISA/IOC (International Surfing Association/Int. Olympic Committee) Surf Instructor.
- Journalist member of the NWU/IFJ Card number US1966 (Forbes.com)

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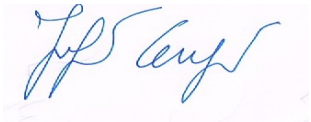
Marina di Pietrasanta 25/27/2025