

CONTACT

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LEADERSHIP AREAS

- Portfolio Marketing
- Go-to-Market
- Pre-opening & Repositioning
- Luxury Brand Strategy
- Commercial & Revenue Alignment
- Digital Transformation
- Cross-functional Governance

LANGUAGES

Italian Native
English C1
Spanish B1

CURRENT SCOPE

7 luxury properties

500+ rooms and residences

5 openings and relaunches
2025–2026

81K+ annual room nights

ENRICO TARANTINO

SENIOR MARKETING & GO-TO-MARKET LEADER

PROFILE

Senior Marketing and Go-to-Market leader with 10+ years of experience across digital, brand and marketing in luxury hospitality. I progressed from performance and digital transformation to group-level leadership across a multi-property portfolio, aligning commercial and operational functions around growth, openings and repositionings.

EXPERIENCE

Marketing Manager — 2025 – Present

Egnazia Ospitalità Italiana

I lead Marketing and Go-to-Market activity across a seven-property luxury portfolio, connecting brand positioning, commercial priorities and property-level execution.

- Translate management priorities into roadmaps and coordinated delivery across Marketing, Revenue, Sales, Operations, Finance, HR, General Managers and external partners.
- Oversee the Marketing budget and integrated activation across brand, digital, performance, content, CRM, openings and repositionings.
- Build scalable group standards, governance and processes across the portfolio.

SELECTED OPENINGS & REPOSITIONINGS

Castel Badia **PRE-OPENING,** Positioning, identity, website, booking engine, campaigns and launch.
Ancora Cortina **REPOSITIONING,** Brand, website, content and launch activation.
La Tiara di Cervo **RELAUNCH,** Brand identity, digital strategy and commercial coordination.

HOSPITALITY PORTFOLIO

Borgo Egnazia 184 keys · Castel Badia 29 keys · Ancora Cortina 38 keys · Santavenere 34 keys · HOTEL de LEN 22 keys · Ostuni a Mare 202 keys · Masseria Le Carrube 19 keys

LEADERSHIP EXPERTISE

Marketing Strategy I turn business priorities into market action, connecting brand direction, commercial goals and clear delivery priorities.

Go-to-Market & Pre-opening I align Marketing, Revenue, Sales, Operations and General Management around demand generation, launches and execution.

Luxury Brand Strategy I translate distinctive positioning into consistent digital and physical touchpoints.

Scalable Marketing Systems I build governance, digital infrastructure, data, processes and repeatable standards across multiple properties.

Cross-functional Governance I coordinate internal teams, General Managers, agencies and external partners around shared priorities.

EARLIER EXPERIENCE

Digital Marketing Manager — 2020 – 2024

Egnazia Ospitalità Italiana & Borgo Egnazia

I progressed from property-level digital leadership to building a scalable group model as the multi-property portfolio developed.

- Led acquisition, conversion, brand visibility and direct-revenue strategy across international target markets.
- Centralised channels, data and reporting; introduced shared KPIs, agency governance and repeatable processes.
- Built scalable digital and pre-opening infrastructure for existing hotels, openings and repositionings.

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CAREER DIRECTION

- Marketing Director
- Senior Marketing Leadership
- CMO-track Opportunities
- Luxury Hospitality
- Luxury Brands
- Multi-property Organisations

SELECTED STRENGTHS

- Commercial orientation
- Analytical rigour
- International markets
- Agency governance
- Scalable operations

TEACHING

Luxury Management Lecturer
University of Bari
2019, 2022

AVAILABILITY

Italy & international
Relocation for the right mandate
Hybrid or full remote

ENRICO TARANTINO

CAREER EXPERIENCE, CONTINUED

EARLIER EXPERIENCE

Digital Consultant — 2018 – 2019

Borgo Egnazia

- Supported the digital ecosystem and direct-booking strategy across website, SEO and performance marketing, strengthening international visibility and direct distribution.

Digital Marketing Manager — 2016 – 2018

Maked Agency

- Led multidisciplinary teams and integrated digital transformation projects for fashion and hospitality clients.

Telecommunications Engineer — 2008 – 2012

Fondazione Ugo Bordoni & WiLab

I built the analytical, quantitative and systems-based foundation that shaped my structured approach to Marketing strategy, technology and organisational complexity.

EDUCATION

Master's Degree
Telecommunications Engineering
University of Bologna
110/110 cum laude

Bachelor's Degree
Telecommunications Engineering
University of Bologna
110/110 cum laude