

Camilla Cekarini
Camilla.cecchini@gmail.com
+447532173629

EMPLOYMENT HISTORY

The LEGO Group, London

Data Science & AI Director, Marketing & Shopper Products – September 2022 to present.

- *My team's mission is to build automated, repeatable and scalable Data Science and AI solutions that drive measurable value for the LEGO Group, with a focus on marketing and shoppers*
- *My portfolio covers Marketing Effectiveness and Optimisation, Digital Attribution, Customer Analytics Solutions including Segmentation, LTV, Next Best Action, Product Recommendations for CRM and e-commerce*
- *The solutions are used to drive business decisions around marketing and promotion investments, to optimise marketing targeting, and to provide personalised shopper experiences across our digital ecosystem Model outputs and implemented recommendations are constantly tested through A/B frameworks and against future business results*
- *I am responsible for the development and growth of Data Scientists in my team, with a broad range of experience, skills and interests and coming from different cultures*
- *I am part of the DS & AI Leadership Team, we are responsible for driving the strategy and vision for the broader DS & AI team, upskilling in the era of AI and change management Our division is responsible for defining how AI can transform our digital products at the LEGO Group*

BBC, London

Head of Marketing Science - February 2018 to August 2022

- *I led a team of Data Analysts with different levels of experience and industry backgrounds*
- *My role was focused on*
 - 1 **MARKETING EFFECTIVENESS**
 - *Responsible for setting-up, defining the roadmap, and running the BBC Marketing Effectiveness program*
 - *This included measuring impact of all paid channels and own touchpoints (BBC website, content, apps, experiences, etc)*
 - *Approach centered on MMM and complemented with experiments and A/B testing*
 - 2 **STRATEGY**
 - *I led the delivery of a wide range of high-profile analytical projects across the BBC (covering News, Content, Audio, Sport, Network VS Regions)*

Mediacom UK, Business Science, London

Associate Director - March 2014 to February 2018

Manager - October 2011 to February 2014

Senior Econometrician - September 2009 to September 2011

- *I was the analytics account lead for two of Mediacom's largest clients (dfs, Tesco)*
- *I designed and delivered tailored Marketing Effectiveness programs for them, in line with their priorities, timelines and budgets*
- *Our work was centered on Short- and Long-Term Media Evaluation, Brand Modelling, Creative Effectiveness, Budget setting (including cross-country and new launches), Brand Growth*

The Nielsen Company, Analytics Consulting, Milan/Oxford

Camilla Cekarini

Senior Modelling Analyst, March 2009 to August 2009

Modelling Analyst, May 2007 to March 2009

- *I delivered price and promotions analysis for some of Nielsen's FMCG clients (including P&G and Mars) in Europe*

EDUCATION & CERTIFICATIONS

LEAP, Women in Data Leadership Programme

September 2025 – March 2026

MIT, Professional Education

December 2024 - February 2025

Data Leadership

Erasmus University, Rotterdam, the Netherlands

September 2006 to September 2007

MSc in Econometrics and Management Science, Quantitative Marketing (Highest Honor)

University of Padua, Italy

September 2003 to July 2006

Laurea Triennale (BSc equivalent) in Statistics,
Economics and Finance (cum laude, 110/110)

University of Tilburg, the Netherlands

August 2005 to December 2005

Socrates Erasmus Exchange Program

Liceo Scientifico L. Da Vinci, Civitanova Marche, Italy

September 1998 to July 2003

Diploma di Maturita' Scientifica (100/100), *Awarded best student 2002/2003*

Annelle Beaman