

# Luca Bersaglia

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## LINKS

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## PROFILE

Strategic Content Executive with 15+ years of experience in the creative industry. Performance-driven leader adept at aligning cross-departmental objectives to facilitate high-quality, on-time production and long-term optimisation of contents.

Experience in developing and identifying market trends and customer needs, as well as the overall expression of the business's corporate identity.

Resourceful and industrious professional skillful in measuring ROIs and KPIs. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.

Adjunct Professor of Economics of New Media at Bologna University since 2009.

Bologna University, Master Publitalia and Luiss Business School alumnus.

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## EDUCATION

Feb 2023 — Nov 2023	<b>Executive Program in Digital Marketing , Luiss Business School</b>	Milano
Sep 2003 — Jun 2004	<b>Master in Marketing and Communication, Publitalia '80</b>	Milano
Sep 1997 — Dec 2001	<b>Bachelor of Business Administration, Università di Bologna</b>	Bologna

Final Dissertation: "Television and Internationalization Strategies. The MTV Italia case study"

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## EMPLOYMENT HISTORY

### MEDIA WORK

Nov 2019 — Aug 2022	<b>Content Director Disney+ and Linear Channels, The Walt Disney Company</b>	Rome/Milan
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Definition of the overall content strategy of Disney+ and linear channels, in terms of:

- Set up and coordinate the overall content strategy (programming and acquisitions) and content workflows for the launch and long-term sustainment of Disney+ in Italy;
- Support to the head of production to define the local productions' line up.
- Lead digital marketing initiatives and act as main point of contact for leadership, technology, product management, analytics and finance.
- Content merchandising: develop the local merchandising strategy together with the EMEA merchandising team.

Main Achievements:

- Number of subscribers Year 1: 3x initial forecasts
- Commission of the local production "The Ignorant Angels", the top performing local commission in Europe (two times the reach% of the second top performing)
- Partnership with the top European distributors to develop a slate of premium European scripted drama (e.g.: BBC's "This is going to hurt" and "Mood"; Fremantle's "The Responder", Movistar's "Antidisturbios"), top titles in the platform in terms of completion rate

Feb 2018 — Oct 2019	<b>Executive Content Director, Fox Networks Group</b>	Rome
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Oversee content strategy, third-party acquisitions and research across the entertainment channels portfolio (5 channels: Fox, Fox Life, Fox Crime, Fox Animation and Fox Comedy).

Main Achievements:

- Fox Crime, Fox and Fox Life top three channels of the Sky platform's entertainment package (60% of the ratings of the package)
- Launch of the first "Grey's Anatomy" temporary channel in the world (ratings hit and direct revenues of about 500 k euros in partnerships)

**Content Director Italy and France, Discovery Networks International**

Responsible for the overall content strategy (programming strategies, content acquisitions, local production commissions) for all the male-skewed channels of the Italian Portfolio (6 channels: DMAX, Focus, Discovery Channel, Discovery Science, Discovery Travel & Living, Animal Planet) and French Portfolio (Discovery Channel, Discovery Science, Investigation Discovery, Discovery Family).

Manager of 18 people in two territories.

Main Achievements:

- Launch of two new channels in France (Discovery Investigation and Discovery Family) that led to double the adv revenues
- Commission of the top performing local commissions on DMAX Italy (cooking entertainment shows "Unti e Bisunti" and "Camionisti in Trattoria") that generated over three millions euro in direct revenues
- Focus' market share +70% in two years (from 0,5% in 2014 to 0,8% in 2016) and advertising revenues doubled

**Strategic Marketing Executive, Mediaset**

- Definition of the DTT Strategy: Evaluated opportunities for launching new channels, defined their positioning, and assessed potential revenues.
- Quantitative and Qualitative research of channels' performances
- Monitored the Italian and Spanish television markets, providing key insights to company executives.

Main Achievement: launch of 7 channels and growth of the overall network's market share by 5% in a more competitive market

**Research Executive, Magnolia (now Banijay Italia)**

- Qualitative and quantitative analysis of the shows' performances
- Scenarios analysis of the changing media landscape to find new opportunities to sell formats (both in Italy and Spain).
- Format scouting: monitoring of the international formats' market and analysis of new shows and emerging trends.

Main Achievements:

- Scouting and buying the format of "What Not To Wear" (10 seasons produced in Italy) and "Restaurant in Your Home" (7 seasons produced)
- Development of the Italian Adaptations of international formats (among others: "The X Factor", "Celebrity Survivor", "America's Next Top Model", "Test the Nation", "Masterchef").

**EDUCATION WORK**

**Project Manager , Anica Academy**

Project Manager for two courses: Production Accounting and Summer School for High School Students.

**Adjunct Professor, Università di Bologna**

Course: Management of Media at GIOCA (Graduate Degree in Innovation and Organization of Culture and the Arts), Università degli Studi di Bologna

**SKILLS**

Content Strategy	Expert	Marketing Strategy	Experienced
Partnership Building	Expert	Team Leadership	Expert

**HOBBIES**

Reading (part of the "Bestiario Letterario" reading club, Milan); Cinema; Music (concerts, music festival across Europe); Sport Addict: 9x Marathon Finisher, Cycling, Swimming, Yoga, Football, Basketball, Hiking.

**LANGUAGES**

Italian	Native speaker	French	Working knowledge
English	Highly proficient	Spanish	Working knowledge