

LUCA BERSAGLIA

Director of Content Strategy | International Operations Executive

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PROFILE

Content and Marketing Executive with 20 years of international experience within the media, communication and education industries, having held leadership roles at Disney, Warner Bros Discovery, and Mediaset. I bring the same discipline and long-term endurance that drove me to finish 12 marathons to my leadership, with a proven ability to foster inclusive, high-performing teams across complex organizations.

Key Achievements & Impact :

- **Disney+ Strategic Launch** : Led the definition of the overall content strategy for the launch of the platform in Italy, resulting in a **subscriber base that reached 3x the initial forecasts** within the first year.
- **Revenue Growth & Portfolio Expansion (WBD)** : Designed and executed a programming strategy for a multi-channel portfolio in Italy and France, leading to a **40% increase** in advertising revenues in Italy over three years and **doubling advertising revenues** in France.
- **Educational Innovation & Talent Funding** : Oversee the design and implementation of advanced educational programs at Anica Academy, where I have empowered over 250 young professionals.

EDUCATION

Master in Digital Marketing, Luiss Business School, Milan	9/2023 – 9/2024
Master in Marketing and Communication , Publitalia '80, Milan	9/2003 – 9/2004
Bachelor in Business Administration , Università di Bologna, Bologna	9/1997 – 12/2001

EMPLOYMENT HISTORY

Director of key projects (Consultant) at Anica Academy, Hybrid 1/2023 - present

- Built and launched a premium portfolio of innovative educational products from the ground up, transforming market insights into high-demand programs that have empowered over 300 industry professionals and driven organizational growth.
- Secured high-value strategic partnerships and funding with key institutional stakeholders (including *Centro Sperimentale di Cinematografia*, *Calabria Film Commission*, and *Regione Toscana*) to fully finance and scale new educational initiatives.
- Designed, commercialized, and directed high-impact programs, including:
 - *Master's in economics and finance in the Audiovisual Industry* (2 sold-out editions)
 - *Crossmedia Communication & Cultural Storytelling* (Multi-edition regional program)
 - Flagship courses in *Data Analysis and Film & Audiovisual Production/Business*
- Owned full P&L and end-to-end lifecycle management for all projects, orchestrating budget definition, curriculum engineering, and stakeholder alignment to ensure commercial and academic success.

Content Director, The Walt Disney Company, Rome/Milan

2/2018 – 8/2022

- Orchestrated the ground-up launch of Disney+ in Italy, building the local content infrastructure, programming models, and acquisition workflows from scratch to deliver a massive subscriber base that reached 3x initial forecasts within Year 1.
- Spearheaded cross-functional alignment across Tech, Product, Analytics, and Finance, acting as the strategic bridge that turned high-level corporate vision into a seamless, data-driven digital product launch.
- Led the post-merger integration of the Disney and Fox content teams, unifying distinct cultures and restructuring an 11-person department into a high-performing, agile unit focused on long-term platform sustainability.

Programming Director at Warner Bros Discovery, Milan / Paris

8/2012 – 1/2018

- Engineered and executed the multi-channel programming strategy for the male-skewed portfolio across Italy and France, transforming content distribution to drive a 40% increase in Italian advertising revenues over three years.
- Scaled the French market from the ground up by restructuring the local team and successfully launching two new channels (*Discovery Investigation* and *Discovery Family*), which directly doubled the region's advertising revenues.
- Led and harmonized a cross-border team of 18 professionals across two distinct territories, breaking down operational silos and building a unified, high-performing international content unit.

PREVIOUS EXPERIENCES

Mediaset (Strategic Marketing Executive, 2010-2012); Banijay Italia (Marketing 2005-2010); Universal McCann (Insight & Research Coordinator 2004-2005)

TEACHING AND ACADEMIC CONTRIBUTIONS

- **Adjunct Professor, Economics of Digital Media** at Università di Bologna, Bologna (since 2010)
- **Over 100 hours of lectures held yearly.** Subjects: media economics, marketing and project management. Institutions: Public Institutions (e.g.: Regione Emilia Romagna, Toscana Film Commission, Università La Sapienza – Rome, Università Cattolica - Milano), Festivals (e.g.: Biografilm Festival - Bologna, Creators' Day by Delizia Media - Bologna),
- **Coach to People 26 Project** at Rai (Radio Televisione Italiana), a strategic internal initiative aimed at nurturing and showcasing in-house talent. The project is designed to spark internal innovation, reshape how the network creates content, and foster a modern corporate culture by giving employees the opportunity to pitch and develop new ideas.

LANGUAGES

Italian, English, French, Spanish

HOBBIES

Sports (12x marathon finisher, swimming, yoga, long distance trekking and hiking); **Reading** (member of two book clubs)