

Daniele Sala

Success driven.

Aiming to improve the world by helping companies to understand the importance of sustainability and innovation, through the application of strategic and functional marketing. Knowledge-hungry, curious, passionate for technology, a real dreamer of a better world.



✉ daniele@21marketing.it

☎ +39 3456141917

📍 Currently living between:
Usmate Velate, Italy
Malaga, Spain
Miami, USA

Work Experience

- Jan 2020 - Present Milan, Italy
CEO & Founder
21th Century Marketing 21marketing.it
Accomplishments
Created a brand-new marketing consulting company to help Italian SME to succeed in the 21th Century, win the competition and believe in innovation. +20 companies helped in 6 months.
- Feb 2013 - Present Miami, USA
Vice President, Business Dev.
Accuware, Inc accuware.com
Accomplishments
Decision maker of all the marketing and biz dev related affairs for an innovative indoor location provider that owns more than 20 patents. Currently overseeing the company's strategy and establishing long term crucial partnerships.
- Dec 2019 - June 2020 Miami, USA
Chief Marketing Officer
Inkd! Tribe inkdtribe.com
Accomplishments
Co-Founded and raised the largest online portal for tattoo artists and studios that allows customers to share their experiences, rating, feedback and pictures to help people pick the best tattoo artist for their needs, just like a Trip Advisor for Tattoos. More than 20,000 studios currently listed.
- Jan 2017 - November 2019 Miami, USA
COO & Founder
World Luxury LLC worldluxuryhome.com
Accomplishments
Founded, raised and sold to a major industry player an online real estate portal for luxury and premium properties all around the world. The company became profitable after just 4 months of operations and attracted the interest of large real estate companies. After receiving multiple offers, we have decided to sell the company.
- Aug 2018 - Mar 2020 Miami, USA
Chief Marketing Officer
Ocean Straws oceanstraws.green
Accomplishments
Produced and sold stainless steel drinking straws to fight plastic pollution. Each Ocean Straw sold has funded the clean up of 1 Kg of plastic from the oceans, through The Ocean Cleanup project. Under my guidance Ocean Straws could reach thousands of customers throughout the globe. The company got acquired by a former competitor in March 2020.
- Sep 2009 - Nov 2012 Verderio, LC, Italy
Project Manager
CM Felca cmfelca.it
Accomplishments
Supervisor of some business units (sales, purchases, IT, customer care). I had a particular highlight on sales management, directly following the 3 most important customers (over 2 Mln € annual revenue altogether), and on marketing and communication, leading the company to achieve a revenue growth of more than 12% in 3 years.
- ### Education
- Oct 2005 - Sep 2008
Bachelor of Economics, Marketing, Corporate communication and International Trade
Università degli Studi di Milano Bicocca

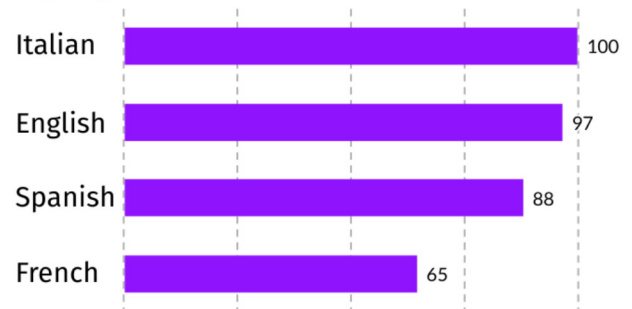
Skills & Competences

- Success oriented
- Future Focused
- Critical Thinking
- Resiliency
- Communication
- Strategic Planning
- Leadership
- Time Management
- Web Development
- Strategic Marketing
- Business Administration

Courses

- Business Leadership, by Howard Schultz, CEO @ Starbucks
- Business Strategy and Leadership, by Bob Iger, CEO @ Disney
- Economics and Society, by Paul Krugman, Professor of Economics @ Graduate Center of the City University of New York
- The art of Copywriting, by Multiple Professionals

Languages



Cities I could call home

Usmate Velate, Italy • Melbourne, VIC, Australia • Miami, FL, USA • Playa del Carmen, QROO, Mexico • Bali, Indonesia • Malaga, Spain

Interests

Technology Sustainability Innovation Reading
Bartending Alternative Energy Sources Ecology Social Psychology