Giorgio Gnoli



CRM & SALESFORCE EXPERT
FOUNDER @ASTRA K

Summary statement

> International Experience (USA, UK, DE, CH, IT)
> Growth & Marketing Manager
> CRM development expert, vertical on Salesforce
> People management and leadership skills
> Business acumen

WORK EXPERIENCE

ASTRA K S.R.L. | Jun 2025 - Today
Founder

> CRM, Salesforce & AI automation consultancy
> Integrations: Salesforce, Meta WhatsApp API, n8n, AI agents
> CRM projects for finance, industrial and automotive companies

BELRON | 2024 - Today
Global Communication Director & Salesforce Product Owner

> Salesforce PO for UK, US, Canada, France
> Marketing, CRM, CPQ, Field Service & Service Cloud with system integrators
> Communications across 12 countries
> Conversion uplift via WhatsApp automation

SALESFORCE | 2021 - 2024
Sr Solution Engineer Marketing Cloud

> Pre-sales expert for Marketing Cloud
> 4 Salesforce Certifications (admin + MC)
> Speaker at +10 events
> +1.5$ Mln ACV contribution

FATER (P&G JV) | 2019 - 2021
Strategic Innovation & Digital Manager

> Head of Digital Products for Pampers, ACE, Lines
> Pampers' Loyalty Program owner

GRUPPO DIBA | 2015 - 2019
CMO & CRM

> Head of CRM, Marketing & Sales for 14 automotive brands
> Sales people trainer (+120), 26 headcounts

OTHER EXPERIENCES

indeed.com (USA) | 2014 - 2015
Shopfully (Bologna) | 2013 - 2014
Experteer (Munich) | 2012 - 2013
Nielsen (Milano) | 2012

CONTACT INFORMATION

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EDUCATION

Università Bocconi - 2021
MBA - General Management (Eng)

Università Bocconi - 2012
Laurea Magistrale - Marketing (Eng)

OTHER COMPETENCES

> Design Thinking & Demo 2 Win
> Growth hacking
> Sales management
> vTiger, Zoho, Hubspot, Leadspark
> Google, Facebook Ads
> SEO, email marketing
> e-commerce

OTHER INFORMATION

> Author of CRM course on Learnn.com
> Lecturer at Talent Garden & AdWorld
> Author of "Manuale del dentista digitale"
> Founder of "Superabill" startup
> Google & Growth Tribe Certified

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