



Piero Adamo

Commercial Leadership | eCommerce | Digital Transformation

www.pieroadamo.com



Piero Adamo

Driving Commercial Growth
through Strategy, Leadership and
Digital Transformation.

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Core Leadership Competencies

01 Commercial Strategy

Accelerating commercial growth through customer-centric eCommerce and digital business strategies.

02 Omni-Channel Excellence

Connecting physical retail, marketplaces, D2C and digital ecosystems into one customer journey.

03 Leadership & Transformation

Building international teams, empowering people and driving organizational change.

04 Digital Growth

Leveraging data, customer insights and technology to accelerate profitable business growth.



Shaping businesses through strategy, digital innovation and leadership.

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WMF GmbH | 2021 - today

Lead Digital Marketing & eCommerce

Leading the Global Digital Marketing & eCommerce organization with responsibility for international strategy, digital transformation and commercial growth initiatives across multiple brands.

Focus areas:

- Digital Commerce
- Omni-Channel Development
- D2C Strategy
- Marketplace Strategy
- Digital Transformation
- International Leadership
- Customer Experience
- Business Analytics
- AI & Innovation

Key Achievements

- Built and lead the Global Digital Marketing & eCommerce organization.
- Developed the global eCommerce growth strategy.
- Established international D2C business models.
- Defined the global Marketplace strategy
- Implemented data-driven performance management.
- Introduced AI initiatives

WMF GmbH | 2018 - 2021

Global Senior Digital Marketing Manager

Developed international digital strategies supporting customer acquisition, business growth and global brand development through performance-driven digital initiatives.

Strassacker | 2015 - 2017

Global Online Marketing Manager

Responsible for expanding digital sales channels, strengthening customer communication and developing integrated B2B and B2C online experiences.

Strassacker | 2012 - 2017

Global Communication Manager

Focused on corporate communication, brand development and strategic marketing communication..