FABIO TORRESANI

Marketing, Loyalty & Personalization Strategy Leader | $150M+ Revenue Impact | MBA Candidate

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SUMMARY

Director-track marketing and loyalty strategy leader with a proven record of defining enterprise growth and capability strategies and scaling them through MarTech, analytics, and omnichannel execution. Owns strategic direction across personalization, customer engagement, and investment priorities, partnering with senior leaders to translate strategy into durable operating models and organizational impact. Experienced people leader with a track record of building teams and influencing large, matrixed organizations.

WORK EXPERIENCE

Macy's Inc — **August 2022 – Present**

Senior Manager, Loyalty and Personalization | January 2024 – Present — Atlanta, GA

- Set enterprise strategy for loyalty-driven personalization as a core growth and customer engagement lever, defining long-term vision, investment priorities, and success metrics across digital and in-store channels.
- Lead and develop two direct reports while influencing 100+ cross-functional partners across Marketing, CRM, Analytics, Technology, Merchandising, and Finance to align execution to strategic priorities.
- Scaled loyalty and personalization initiatives 3x YoY by translating strategy into repeatable planning, governance, and measurement frameworks, delivering $18M+ incremental revenue in FY24 and $42M+ YTD FY25 across $4B+ of qualified sales.
- Designed category-level personalization strategies with merchant leadership, enabling differentiated customer value propositions and unlocking $20M+ incremental sales in Apparel and $25M+ in Beauty.
- Integrated loyalty strategy into Macy's premium subscription program (Red Carpet), shaping how high-value customers are engaged and invested in across the lifecycle.
- Provide executive-level insights connecting customer performance, investment efficiency, and margin impact to enterprise growth strategy, influencing roadmap and funding decisions.

Agile Lead, Customer Journey and Personalization | August 2022 – January 2024 — Atlanta, GA

- Led the launch of five omnichannel customer journeys within six months, translating digital customer strategy into end-to-end experiences that accelerated delivery 4x and unlocked $55M+ in incremental revenue.
- Led a cross-functional pod of 12 across Creative, CRM, Analytics, and Technology, balancing brand integrity, speed to market, and growth.
- Drove 73% YoY growth in personalization revenue by modernizing targeting strategy, real-time content, and test-and-learn execution.
- Designed agile prioritization and delivery models that later scaled into Macy's broader personalization and offers ecosystem.

Amperity — **March 2021 – August 2022**

CRM Strategy Consultant — New York, NY

- Advised Fortune 500 clients on enterprise CRM and personalization strategy, enabling $10M+ in incremental revenue across retail and CPG.
- Partnered with VP- and C-level stakeholders to translate customer data platform capabilities into client-specific operating models, governance structures, and activation roadmaps.
- Accelerated client time-to-value by standardizing post-implementation onboarding and execution playbooks.

Deloitte Digital — **January 2020 – March 2021**

Analyst, Marketing and Content — Milan, Italy

- Supported large-scale digital and customer experience transformations, contributing to $10M+ in new revenue opportunities through personalization and customer experience strategies.
- Collaborated with senior leaders to design scalable CRM frameworks and content personalization playbooks for enterprise campaigns.

EDUCATION

Georgia Institute of Technology – Scheller College of Business — **2027 (Expected)**

Master of Business Administration (M.B.A.) — Atlanta, GA

- **GPA: 4.0/4.0**

Georgia State University – J. Mack Robinson College of Business — **2019**

Bachelor of Business Administration (B.B.A.), Honors Marketing — Atlanta, GA

- **GPA: 4.0/4.0**; Summa Cum Laude; RCB Honors Program; GSU Honors College; President's List (7 semesters)

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications**: Agile Scrum Master, EXIN
- **Skills**: Marketing & Loyalty Strategy; Personalization & Customer Lifecycle Strategy; Omnichannel Growth & Commercialization; Investment Prioritization & ROI Optimization; Operating Model & Governance Design; Executive & Cross-Functional Leadership; Experimentation & Test-and-Learn at Scale; Agile Program Leadership
- **Interests**: AI & Emerging Tech; Digital Innovation; International Travel; Coffee; Photography