

# LUCA BERSAGLIA

## DETAILS

### ADDRESS

Milan  
Italy

### PHONE

[REDACTED]

### EMAIL

[REDACTED]

## LINKS

[Linkedin](#)

[Bologna University](#)

## SKILLS

Content Strategy

● ● ● ● ●

Data-Driven Decision  
Making

● ● ● ● ●

Leadership and Teamwork

● ● ● ● ●

Customer-centric  
approach

● ● ● ● ●

## LANGUAGES

English

● ● ● ● ●

French

● ● ● ○ ○

Spanish

● ● ○ ○ ○

## HOBBIES

11x Marathon Finisher,  
football and outdoor lover.-  
Avid reader, cinema and  
music enthusiast and  
active participant in music  
festivals.

## PROFILE

Results-oriented professional with nearly two decades in the media industry, including significant experience working within international and multi-country environments. Possessing deep expertise in product behaviour and performance analysis, with a proven ability to master and leverage data to inform decisions and address partner inquiries across diverse markets. Skilled in collaborating effectively across cross-functional and international teams, managing requests, and bridging communication for successful marketing and communication initiatives on a global scale.

## EMPLOYMENT HISTORY - MEDIA

### Programming and Acquisitions Director, The Walt Disney Company

Rome / Milan

Feb 2018 — Aug 2022

Definition of the overall content strategy of Disney+ and linear channels, in terms of:

- Content Strategy: development of programming, merchandising and acquisitions strategy and content workflows for the launch and long-term sustainment of Disney+ in Italy;
- Content merchandising: developing the local merchandising strategy together with the EMEA merchandising team: defining the local priorities and providing insight on titles performances to refine promotional strategies for the Italian audience;
- Local Productions: Sharing insights on content performances with the Head of Production to define the local commissions strategy ;
- Digital Marketing Strategy: leading digital marketing initiatives and acting as main point of contact for leadership, technology, product management, analytics and finance.

Main Achievements:

- Launch and success of Disney+ in Italy (number of subscribers Year 1: 3x initial forecasts)
- Definition of a matrix model to implement a new mixed content release strategy (binge and weekly release) based on the specific features of each title
- Re-organisation of the whole Italian content team after the Fox/Disney merger

### Programming Director, Warner Bros Discovery

Milan / Paris

Aug 2012 — Jan 2018

Responsible for the overall content and programming strategy for all the male-skewed channels of both the Italian Portfolio (6 channels: DMAX, Focus, Discovery Channel, Discovery Science, Discovery Travel & Living, Animal Planet) and French Portfolio (Discovery Channel, Discovery Science, Investigation Discovery, Discovery Family).

Main Achievements:

- Successful reorganisation of the French Team and launch of two new channels in France (Discovery Investigation and Discovery Family) that led to double the adv revenues
- +40% of the advertising revenues of the Italian portfolio in three years.

- Manager of 18 people across two territories

## PREVIOUS EXPERIENCES - MEDIA

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

## EMPLOYMENT HISTORY - EDUCATION

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### **Project Lead (Consultant), Anica Academy**

Hybrid

Jan 2023 — Present

Currently leading projects on behalf of the educational branch of ANICA (the primary Association in Italy representing companies within the Film, Audiovisual and Digital Industry).

- Program Development: Conceptualising and implementing innovative educational programs aimed at professionals in the audiovisual industry and students
- Project Management: Overseeing all aspects of project planning, execution, and evaluation, ensuring alignment with organisational goals and objectives.
- Partnership Building: Collaborating with key stakeholders to secure funding and support for various projects.

Key Projects:

- "Crossmedia Communication and Cultural Storytelling" (2025): course designed for Regione Toscana
- "Economics and Funding in the Audiovisual Industry" (3 editions- 2024/25): Empowered over 50 young professionals with financing skills, leading to the successful funding of new audiovisual projects

### **Adjunct Professor, Economics of Digital Media, Università di Bologna**

Bologna

Sep 2010 — Present

For 15 years, this course (held in English for international students) has been aiming to provide the students with full understanding of the functions and processes of transformations within the media industries and the innovations connected to new digital technologies applied to creative industries.

## EDUCATION

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### **Master in Digital Marketing, Luiss Business School**

Milan

Sep 2023 — Sep 2024

### **Master in Marketing and Communication , Publitalia '80**

Milan

Sep 2003 — Sep 2004

### **Bachelor in Business Administration , Università di Bologna**

Bologna

Sep 1997 — Dec 2001