

# Simone Biffi

Head of Strategic Development

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# Defining strategy objectives and delivering high-impact brand and strategic development for luxury and private clients

## Professional Summary

A seasoned and results-driven Executive Strategy Advisor with over 20 years of international experience aligning high-end brand identity with global macro-economic trends. Expert in advising family offices, UHNW individuals, and premium corporations on brand architecture, market positioning, and long-term business development. Possesses a unique synthesis of creative execution and financial pragmatism, with a proven track record of driving significant revenue growth through sophisticated storytelling and strategic market entry. Adept at navigating complex economic and geopolitical landscapes to mitigate risk and identify untapped opportunities within the global luxury ecosystem.

### In plain words

I translate complex global shifts into actionable growth strategies for luxury brands and private wealth entities. By combining deep macro-analysis with high-end brand design, I help clients build sophisticated identities that resonate with the world's most discerning audiences. My focus is on long-term value creation rather than short-term gains, ensuring that every strategic move is both elegant and market-resilient.

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## Professional Experience

### Managing Partner | Carlisle Place & Partners - [carlislepl.com](http://carlislepl.com)

London, UK | August 2023 – Present

- Co-founded a strategic advisory firm dedicated to connecting private wealth with exclusive investment opportunities, focusing on direct and co-investment deals for a sophisticated client base.
- Leverages an extensive international network to source and vet opportunities in luxury sectors.

### Director | Strategic Advisor | Troopworld Ltd - [troopworld.com](http://troopworld.com)

London, UK | May 2006 – Present

- **Macro-Strategic Oversight:** Serve as a lead strategist for Single and Multi-Family Offices, translating geopolitical volatility and macroeconomic shifts into resilient investment and brand-positioning strategies.
- **Luxury Brand Architecture:** Engineered high-impact market entry and identity frameworks for tier-1 luxury houses, including **Salvatore Ferragamo** and **Guerlain**, directly enhancing their enterprise value and investor appeal.
- **Ecosystem Development:** Orchestrated a high-level cross-border network of financial and legal stakeholders to facilitate premium lead generation and investment promotion across EMEA markets.

### Founder & Creative Director | Doroteo Design - [doroteo.it](http://doroteo.it)

London, UK | July 2021 – June 2023

- Founded and developed an e-commerce platform for luxury design, taking the concept from prototype to a fully operational, investment-ready MVP.
- Demonstrated entrepreneurial ability to identify a market niche, develop a business plan, and execute a go-to-market strategy.

### Chief Brand Strategist | Insignia Group of Companies - [insignia.com](http://insignia.com)

London, UK | October 2010 – January 2017

- **Global Growth Architecture:** Directed the end-to-end brand and product strategy for the world's premier luxury financial group, leading to a **700% increase in turnover** through the design of exclusive UHNW service models and strategic partnerships.
- **Investor Intelligence:** Acted as the primary interface for the world's most sophisticated private investors, leveraging deep insights into UHNW psychology to align product innovation with capital requirements.
- **Enterprise Leadership:** Defined the visionary roadmap that secured **Luxury Lifestyle Awards** for "Best Luxury Concierge Services," solidifying the group's global market dominance.

#### Founder & Editor-in-Chief | Chic Today Magazine - [chictoday.com](http://chictoday.com)

London, UK | November 2006 – March 2012

- Created and managed an international luxury lifestyle media platform, successfully attracting advertising from premier brands such as Givenchy, Roberto Cavalli, and Salvatore Ferragamo.
- Proved adept at creating a compelling narrative and brand identity that resonated with a high-value target audience.

#### Senior Art Director | Issue One Magazine - [issue-one.com](http://issue-one.com)

London, UK | April 2005 – November 2006

- Directed the brand and visual identity for a luxury fashion and lifestyle magazine, managing all aspects of creative production and establishing a sophisticated market presence.

#### Art Director | Fullsix Iberia BETC FULLSIX (WPP Group) - [fullsix.it](http://fullsix.it)

Milan, Italy - Lisbon, Portugal - Madrid, Spain | November 1999 – December 2004

- **Digital Transformation Leadership:** Led high-stakes digital campaigns for a multinational portfolio (BMW, L'Oréal, Nokia), driving a **400% increase in agency revenue** and establishing foundational expertise in scalable marketing architectures.
- **Strategic Client Management:** Managed complex brand ecosystems for international market leaders (Alfa Romeo, Benetton, Ford), bridging creative execution with corporate commercial objectives.

## Skills

Category	Skills
Executive Strategy	Brand Architecture, Business Development Strategy, Go-to-Market Strategy, Reputation Management, Long-term Strategic Planning
Market Intelligence	Geopolitical & Macroeconomic Analysis, UHNW Consumer Psychology, Market Dynamics, Risk Mitigation for Cross-Border Transactions
Wealth & Growth	Private Investment Strategy, Investor Engagement, Strategic Partnerships, Company Valuation, Share-Equity Growth Frameworks
Strategic Tools	GenAI-Enhanced Analysis, Advanced Brand Identity Systems (Adobe Suite), Algorithmic Strategy Mapping, Visual Storytelling

## Languages

English – Fluent

Italian – Native

Portuguese – Fluent

French – Intermediary

## Education

### Diploma of Higher Education in Engineering

Industrial Institute of Bergamo – Milan, Lombardy

### Diploma of Higher Education in Arts

LFA London Film Academy – London, UK

## Certifications

### Private Equity and Venture Capital

May 2025 | Università Bocconi (University)

- Advanced Private Equity and Venture Capital
- Discovering Private Equity Investors: Legal Issues and Taxation
- Management of Private Equity and Venture Capital Funds
- Company Valuation And Deal Making In Private Equity Settings

Ongoing professional development in Strategic Planning (PMI) and Brand Design (Warby Parker/ArtCenter).

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## Relational skills

A highly adaptable and goal-driven individual with strong analytical and creative skills, effectively communicates and presents work in team settings. Committed and self-motivated, retains clarity under pressure and approaches conflict resolution with integrity. Advocates for efficient organization and delegation, ensuring high-quality outcomes meet deadlines. Quickly adjusts to changes within the office environment and promotes inclusivity within teams, embracing diverse perspectives while aligning with various management processes.

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## Awards

### Luxury Lifestyle Awards

Insignia Group of companies winner in the category Best Luxury Concierge Services

<https://luxurylifestyleawards.com/winners/concierge-service/insignia-lifestyle-boutique>

### Sarajevo Biennial of Artists of Europe

Winner in interactive media category. Organized by UNESCO Regional Bureau for Science and Culture in Europe in partnership with the Biennale of Contemporary Art of Europe.

<https://www.bjcem.org/biennali/x-biennial-of-young-artists-from-europe-and-the-mediterranean-sarajevo-2001/>

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## Personal Interests

Geopolitics & history, health & fitness, travel, technology, music.