
MATTEO WARD



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Date of Birth:

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PROFILE

In the past 12 years I have worked in the fashion and retail industry, both at corporate and entrepreneurial level, specializing on CSR, Diversity and Inclusion, Responsible and Innovative business models and Circular Design. I am passionate about enabling companies to unlock their potential to drive positive change by addressing customers' true needs and aspirations through communication, innovation and design. I am often called as a public speaker, to address topics in the field of sustainability and fashion, at international forums including the United Nations, TEDx talk, WIRED Digital Days, Fashion Tech Berlin and Fashion Sustain Berlin.

EXPERIENCE

CEO and co-founder, WRÅD — 2015-present

Co-founded the benefit company and innovative start-up WRÅD with the goal to inspire and empower people to challenge the non-sustainable status quo of the fashion industry. As CEO and co-founder I am responsible with every dimension of a business currently pursuing its mission by taking action at three synergic levels: Education, Innovation and Design. I am involved with every aspect of the business, from merchandising to sales, embedding a methodology and philosophy of sustainability in the business strategy. Key focus areas: systemic design management, supply chain management, communication, PR, sales, art and creative direction, R&D and innovation.

CMO and GM, Fashion Revolution Italy — 2015-present

Fashion Revolution is one of the leading NGOs worldwide dedicated to making the fashion industry's more transparent and traceable. As CMO and GM in Italy, I manage all national educational events, private and institutional partners' relations, co-curate and direct yearly fundraising / awareness campaigns.

Expert Board, SDA Bocconi Sustainability LAB — 2020-present

In this role I provide guidance and advise companies, MBA students and partners seeking to design more responsible, circular and innovative business models.

Expert Board, UNECE Framework for Traceability — 2018-present

In this role I advise for the UN, with fellow industry experts and leaders, for the definition of policy-guidelines aimed at incentivizing EU governments to act for more traceable supply chains.

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Senior Manager, Abercrombie and Fitch. — 2009-2015

I started as an assistant manager in 2009 to then reach a Sr. Management position in 2011. I was last responsible for all retail and business operations of our flagship stores in Germany, overseeing more than 600 employees between managers and part-time associates. Key focus areas: Retail Management and Operations, Visual and Floor Merchandising, Stock Management, HR and Training, Casting and Brand Experience.

Co-Chair Diversity and Inclusion Council, Abercrombie and Fitch. — 2012-2014

In this role I worked with a team of D&I leaders to implement strategies, policies and activities aimed at inspiring our associates and managers worldwide to lead everyday with a more inclusive, optimistic, open, honest and curious mindset. Key focus areas: Training and Development, Coaching, Strategy Development, Management.

EDUCATION

University of Cambridge, Institute for Sustainable Leadership, 2019

Final Grade: top 5%. A specialization course with key focus on methodologies to embed sustainability principles into corporate business strategies from environmental, social, design, legal, leadership and economic perspectives.

Bocconi University, Milan, Italy — Degree in International Economics and Management, 2005-2008.

Final Grade: 110 / 110 cum laude. I was appointed Valedictorian for my 2008 graduating class. Key focus areas: economics, management, legal and European policy studies.

Yonsei University, Seoul, South Korea — exchange student at the Yonsei University Centre for International Studies

Key focus areas: Korean Law, Modern Korean History, Economic History, International Relations and Policy

Liceo Classico Antonio Pigafetta — maturità classica

Final Grade: 100 / 100
