

Clement Chammah

Corso di Porta Nuova 22

Milan, Italy 20121

+(39) 340 2936599

clement@chammah.org

Professional Experiences

XPLORA Digital Insight

Founder

1995 - Present

Founded in 1995 as a Production company, Xplora evolved through the years in the field of digital communication and at present specializes in webtv and Branded Content projects. It has taken part in various partnerships and served several clients and projects. The most significant are:

Al femminile

[\(www.alfemminile.com\)](http://www.alfemminile.com)

01/2012 - Present

Webtv Consultant and Producer

- Strategies, Creation and Implementation of the websites video channels
- Multiplatform Formats Creation and Special Project Management
- Creation and coordination of Video Production teams

XL Branded (www.xlbranded.com)

Co-Founder

2011

- First Italian agency specialized in Branded Content

Maxus Italy (www.wpp.com)

Spark Team Leader

2009/2010

- Spark is a special Team of Maxus Italy whose goal is creating 360° multiplatform projects for its clients and for new business, aggregating state of the art creativity and sharp edge technology.

Condé Nast Italy (www.Style.it and www.Vogue.it)

2009/2010

Webtv Consultant

- Strategies, Creation and Implementation of the websites video channels
- Multiplatform Formats Creation and Special Project Management
- Creation and coordination of Video Production teams

Kit Digital Nasdaq OTC: KITD (www.kitd.com)
Head of Business Development, Southern Europe

2008- 2009

- Account Manager for RCS Rizzoli Periodici S.p.A. – Webtv platform implementation for the two leading national daily newspapers **CORRIERE DELLA SERA** (www.corriere.tv) and **GAZZETTA DELLO SPORT** (www.gazzetta.tv)
- Consulting with the client on webtv Business models
- Kit Digital Business development and sales coordination

Zoom.in (www.zoomin.tv)
Business Development – Italy

1/2006- Present

- Company leader in sales of pre-roll advertising, production and distribution of video news online
- Development of distribution and content partnership network, coordination of national advertising sales team

Not on tv (www.notontv.com)
C.O.O. & Partner

2005-2006

- *Content distribution company, producing and enabling content for digital platforms*
- Internet and mobile clients: **Tiscali (Italy, UK, France, Germany, Holland, Belgium), Bell Canada, Belgacom, Telecom Ireland, Comcast, RealNetworks**
- Original content production for live concerts and sports events including 2006 Turin Winter Olympics, 2006 World cup Germany, 46664 Concerts: The Nelson Mandela Foundation, Fashionable - format on Milan Fashion shows

SoccerAge.com (rebranded www.goal.com)
Co-Founder, C.O.O. & Partner

1998-2005

- *Multilingual internet portal, leading content provider of international football news with head offices in New York, branches in Milan, London and Hong Kong. SoccerAge was rebranded Goal.com in 2003*
- Launched in 1999 in partnership with CBS Sportsline.com focusing on international football, the site grew to 15 languages and 25 versions with an editorial staff world-wide
- Business development strategy partnering with major international players in Internet Sports and major ISP (Sportsline.com, Tiscali, Yahoo, Intel, FoxSports) and mobile carriers (Tim, Vodafone, Vizzavi, NTL), creating marketing and sponsorship opportunities
- The “SoccerAge Network” (in partnership with Mpweb) hosted and marketed the official websites of major Italian and Brazilian football teams (ACMilan.com, ACParma.com, Sampdoria, ASBari.it, Toro.it, Bologna FC, Lazio and Fiorentina - Flamenco, Atletico PR, Santos FC).

Previous Experiences

Millennium III s.r.l. Co-Founder, C.O.O. & Partner

1988-1995

- *Video Production Company for Corporate, TV, Advertising and Entertainment sectors*
- Production: documentaries, Corporate and IPO presentations, language and how-to video series, geo-music doc series, multi-media communication events and conventions, music libraries, world-wide broadcast distribution of travel documentaries in partnership with Vision Films, Los Angeles
- Clients included: C.S.P. International Industria Calze (Oroblu'-San Pellegrino), Brembo, Gruppo Cariplo Bank, Cohn & Wolfe for Consorzio E.S.E., Rhone-Poulenc, Glaxo, Corsica e Sardinia Ferries, Istituto Geografico De Agostini, TSI, Televisione della Svizzera Italiana. Ad clients: Fiat, Alfa Romeo, Nivea

TV AND MUSIC PUBLISHING / PRODUCTION

1970-1990

Salamandra Music Production:

Founder

clients included: J.W. Thompson, DMB&B, Armando Testa, FCB-Publicis, for clients' campaigns Fiat, Alfa Romeo, Philips, Nivea, Liquore Strega, Sector, Eni, Oreal,

CFMTV Channel 47 - Toronto – Canada

Creative Director of Commercial Productions

Retequattro - Mondadori Editore

Executive Producer of music shows and exclusive buyer of B.B.C. Programs

Canale 5 – Fininvest Group (Mediaset)

Author and Executive Producer of original video music shows.

Gruppo Ricordi Music Publishing

Managing Director, creative coordinator of composers' teams to produce original songs for recording artists such as Mia Martini, Drupi, Mal, Wess e Dori Ghezzi, Umberto Tozzi and Ivan Graziani. Development and administration of catalogues and labels in exclusive distribution such as Warner Brothers, Island Music, Produttori Associati (Fabrizio de André, Raul Casadei, Alunni del Sole)

Senza Fine Music Publishing

Managing Director

Acquisition and management of international catalogues (Robert Stigwood Org. for Bee Gees, Cream, and others, Pink Floyd Music, Chrysalis for Jethro Tull, Ten Years After, David Bowie, Procol Harum, Queen. Development of original catalogue for Gino Paoli and other artists. Extensive experience in Copyright, International Licensing and Royalty administration. Coordinating releases of products with major record companies and promotional campaigns and artists tours with promoters

Personal and Organizational Development

Lol (www.leadandlearn.net) 2001- Present
Leaderdhip & Organizational Learning
Facilitator – Personal & Team coach

- Organization and Trainer of Personal & Team Mastery Seminars in Italy and Switzerland
- January 2008-2010: **WPP- Maxus Italy** – Personal & Team Coach

Learning as Leadership (LaL – www.learnaslead.com)

Senior Coach and Facilitator

Since 1990, I have taken part - and later become a trainer - in a series of Personal Mastery seminars organized and conducted by Learning as Leadership, a company which, through an integrated combination of seminars, coaching, feedback and counseling aims to assist individuals and organizations to achieve improvement in bridging their gap, meeting their challenges in communication and efficiency skills. From 2000 I am part of the Italian-Swiss team LOL, as co-facilitator, Personal and Team Coach. Applying effective leadership skills within the organizations and with the people I work with has proven to be a challenging and rewarding practice.

Languages

English, French and Italian

Education

A and O levels at University of London

Università L. Bocconi – Faculty of Economics – Milano

Personal Note

I have always been driven by a strong passion for the projects I create, an attraction for Innovation, which I combine with my love and intimate search for beauty. My background allows me to leverage different cultures and communicate at various levels. The result has been a continuous experimentation of leading edge technologies and their application to the fields of music, film, tv and internet, as the most powerful combination of them all. I am committed to explore people's inner quality and talent, facilitate their empowerment and bring them together to work in a team.

My strong desire is to pursue my personal and professional evolution by applying my talents and experience at the highest level, to create innovative projects that make the difference, help others improve their lives, have fun, live passionately and be happy.