

Francesco Marketing Director

Tell us about your career so far

I joined Reckitt Benckiser in 1998 in Italy, where I took over various jobs, from Junior Brand Manager to the Marketing Manager. In 2002 I moved to the UK where I took over a global role in the Category Organisation and then I moved to Germany in this current role in September 2005 as a Marketing Director.

What's the best thing about working at RB for you?

The best thing about my role in the management team is that I really feel I'm an engine in the organisation: here you can really determine success – or also failure in some cases. So I feel very responsible, very accountable for these things and this is also very important and makes me extremely motivated.

What makes RB's culture so different?

The most unusual thing when working with Reckitt Benckiser is the way that you behave in this company, because this is such a frank, direct and transparent organisation that you have to be very true, very honest. You have to do what you think is right. And this happens at any level - especially some times at a very high level where you would think that there could be some repercussions on your career, but in this company it is normal. So this is nothing to do with careerism – it's actually enhancing your career.

Career support and development

Reckitt Benckiser has supported me a lot in my development and it's supported me in two ways: 'learning by doing', first and also via training. The most important part is learning by doing. Because this company is so successful there is actually a goldmine of knowledge that you can source directly from inside. The training is also very important because it helps you to be prepared for the next challenge. So it's a combination of the two that works and the way this company is approaching training and support is very well balanced.

Igniting market growth for the future

If you look for opportunities in this industry you will always find them. This is very important, because what I've learned over the past few years is that even the most mature market can all of a sudden explode again, because you can ignite the growth in it. It is up to us to drive the growth and actually grow. If anybody is really looking for great opportunities this is the right place.