

Filippo Pedrini

Entertainment & Content Business @ Magnet

Milan, Italy | [LinkedIn](#)

I work across entertainment, media and content, building projects that connect creative ideas with real business outcomes. My background combines business development, strategy and project leadership across digital entertainment and pop culture. I've worked with global brands and partners on new initiatives and strategic collaborations.

Lived and worked in Japan. Comfortable in cross-cultural environments, working daily in Italian and English with working-level Japanese

EXPERIENCE

Entertainment Business Lead

Jan 2021 — Present

Magnet S.r.l.

Milano, Lombardia, Italia

Entertainment-focused creative and consulting agency delivering end-to-end projects for global brands across gaming, media and live experiences.

Work across business, strategy and content, acting as the link between clients, creative teams and production partners.

Lead new initiatives from strategic definition to execution across digital, on-site and production projects.

Manage senior client relationships and cross-functional stakeholders, coordinating creator and influencer driven activations.

Selected clients: Ferrero (Kinder, Nutella), McDonald's, Barilla, Samsung, Philips, Red Bull, Microsoft, Riot Games,

Wizard of the Coast, Electronic Arts, Square Enix...

Board member

Jan 2020 — Jan 2024

Beaths

Firenze, Toscana, Italia

Early-stage fashion brand operating at the intersection of streetwear and entertainment. Raised \$150k pre-seed. Supported brand development and early go-to-market activities.

External Advisor - Early Stage Ventures

Jan 2020 — Jan 2021

Untapped Capital

Stati Uniti d'America

Provided ad-hoc support on early-stage startup evaluation and market research, contributing to initial screening and qualitative assessments

Sales & Marketing Manager

Jan 2016 — Jan 2021

Fisiokine Network

Reggio Emilia, Italia

Worked on sales and marketing initiatives for a growing healthcare group operating multiple medical clinics across Italy.

Contributed to business development and go-to-market efforts, supporting growth across different locations.

Involved in market analysis and operational coordination related to expansion and acquisition opportunities.

Co-Founder & COO

Jan 2013 — Jan 2016

Pixel Heart Studios

Reggio nell'Emilia, Emilia Romagna, Italia

Co-founded a bootstrapped mobile game studio, overseeing operations, production and business activities from early development to release.

Led project management, publishing coordination and go-to-market efforts across multiple mobile titles, working closely with a small creative team under tight constraints.

Released several mobile games, reaching over 2M total downloads across iOS and Android.

Japan - International Work & Life Experience

Jan 2010 — Jan 2013

LOTTE Confectionery (S.E.A) Pte Ltd

Tokyo, Giappone

Lived and worked in Japan for nearly three years, fully immersed in a Japanese-speaking environment through part-time roles and day-to-day work with local teams (eg. LOTTE).

Developed strong cross-cultural communication skills, adaptability and a practical, everyday command of the Japanese language and work culture

EDUCATION

Intercultural Institute of Japan - インターカルト日本語学校

Jan 2010 — Jan 2012

Università degli Studi di Parma

Jan 2005 — Jan 2010

Bachelor's degree in Studi sulla comunicazione di massa e sui media

Activities and societies:

SKILLS

Content Strategy · International Business · Business development · Strategy · Entertainment Industry · Partnership Development · Go-to-Market strategy · Project Management · Venture capital · Social media · Public speaking · Management