
TEAM BIOS

ANDREA FABBRI

SENIOR STRATEGIST

Mr. Fabbri joined Unison with over 15 years of experience building global and national brands in the energy, clean technology, software and telecommunications industries.

He began his career at Intelsat, the world's largest satellite communications provider. During his tenure, he directed the transformation of Intelsat from a 37-year old intergovernmental organization into a leading, dynamic brand in the satellite industry.

For Intelsat, Mr. Fabbri managed brand and communications efforts connected to mergers, acquisitions, research, global product launches, direct marketing campaigns, trade shows, PR and corporate communications. He developed a global CRM strategy and a marketing operating system to increase sales effectiveness. This system increased customer satisfaction 40 percent and delivered over 400 qualified leads a month. He also directed the successful launch of the New Intelsat in 200 countries following \$6 billion merger with PanAmSat.

After Intelsat, Mr. Fabbri co-founded EcoAlign, a strategic marketing agency focused on aligning corporate and consumer behavior with the future of energy and the environment. At EcoAlign, he was responsible for a vast array of assignments including naming, brand positioning, segmentation, marketing strategy, identity development, campaigns, online, CRM and social media. Clients included large electrical utilities such as Entergy, Xcel Energy, Pepco Holdings, Southern California Edison, PECO, Dominion and Arizona Public Service; clean technology companies the likes of Lunera Lighting and Southwall Technologies; and large global brands such as Cisco.

Mr. Fabbri has also worked as a consultant for various companies including D&R International, Federated Power and LogicNets. His services included change management, new growth strategy, business development, market repositioning, client oversight and direction.

He is the recipient of several prestigious awards such as the Telly Awards, Best In Show MITX Award, the New York Interactive Award and Arc Awards for Annual Report. Mr. Fabbri holds a MBA from Johns Hopkins University and earned his undergraduate degree in Economics at the La Sapienza University, Rome, Italy.

