

CASE STUDY

When reputation becomes leadership

The case of Mattia Carenini

How a sustained executive positioning and press relations strategy helped build visibility, credibility and authority in innovation and sustainability.

CLIENT

Mattia Carenini

MARKET

Chile, with international reach

RELATIONSHIP WITH PRESSE BEGAN

2020

SCOPE OF WORK

Press relations, executive positioning, narrative development, strategic spokesperson development and thought leadership.

Executive summary

In an environment where companies, entrepreneurs, and executives compete to capture the attention of their audiences, visibility alone is not enough. The true challenge consists of building a recognizable reputation, associated with relevant topics and supported by a consistent track record.

This was the challenge for Mattia Carenini, an Italian innovator who arrived in Chile in 2020 with a background linked to innovation, circular economy, and sustainability.

Presse worked on the development of his public positioning, articulating his experience with topics of journalistic interest and opportunities for participation in public discourse. The objective was to turn his knowledge into a narrative relevant to the media, strengthen his profile as a spokesperson, and expand the recognition of his work.

The case allows for the observation of a fundamental dimension of public relations: the transition from a professional trajectory that needs visibility to a public presence supported by editorial publications, interviews, opinion columns, and participation in spaces related to innovation and environmental impact.

Public evidence includes appearances in media such as La Tercera and BioBioChile, in addition to a column published in GreenNetwork. These milestones allow for the documentation of Carenini's presence in conversations about the circular economy, waste reuse, agriculture, and sustainability.

The lesson for companies is clear: a communication strategy should not be measured exclusively by the number of publications obtained, but also by the quality of the media, the relevance of the messages, the positioning of the spokesperson, and the consistency of his public presence.

The challenge: converting knowledge into recognition

When a person develops innovative solutions, their work does not necessarily automatically reach the audiences that could benefit from it.

Innovation needs to be explained. Projects need context. And the people behind them need to build credibility with journalists, companies, institutions, and potential collaborators.

In the case of Mattia Carenini, the challenge was especially relevant. His work was related to a topic of growing public importance: the possibility of transforming waste into resources and developing concrete solutions to environmental challenges.

The reuse of human and animal hair, for example, allowed for the connection of a daily practice with larger-scale problems, such as water scarcity, environmental recovery, and the circular economy.

However, to transform this proposal into a relevant story for the public, it was not enough to describe the functioning of a technical solution. It was necessary to explain why it mattered, what problem it addressed, and what it could contribute to the conversation on sustainability.

The main positioning challenges

Building recognition in the Chilean market.

Developing visibility in a new market requires identifying the appropriate media, understanding their editorial agendas, and presenting the professional trajectory from a perspective relevant to their audiences.

Translating innovation into journalistic stories.

A solution may be technically interesting, but to achieve coverage it needs to connect with a real problem, a trend, a piece of data, or a human story.

Strengthening positioning as a spokesperson.

The goal was to associate Carenini with specific topics so that his experience could add value to interviews, reports, and opinion spaces.

Developing a sustained presence.

An isolated appearance generates one-off visibility. A consistent presence across different media and formats allows for the construction of a more recognizable public trajectory.

Connecting communication with impact.

The narrative needed to reflect the scope of the work developed in circular economy and sustainability without reducing it to an institutional description or losing its human dimension.

The challenge, therefore, did not consist solely of obtaining publications. It consisted of building the communicational conditions so that an innovative trajectory could be understood, recognized, and disseminated.

The Presse strategy: building authority from a relevant story

Since 2020, Presse approached Mattia Carenini's positioning from a strategic perspective, understanding that press management should start from the value of his experience and not just the need to obtain appearances.

The work was structured around a central question: how to turn a career linked to innovation and sustainability into a relevant source of information for the media?

The answer required connecting Carenini's work with concrete problems, developing understandable messages, and generating visibility opportunities in the right spaces.

Building a differentiating narrative

The strategy had to explain innovation in a way that transcended the technical realm.

The reuse of hair could be approached from different perspectives: as a circular economy solution, an alternative for water management, a waste recovery initiative, or an example of environmental innovation.

Each perspective allowed the same work to be connected with different editorial interests.

This approach helped expand communication possibilities without losing coherence. The story remained the same, but its relevance could be explained from different angles depending on the medium and the audience.

Identifying editorial opportunities

Positioning in the press requires understanding which stories interest each medium and how they relate to their audience.

Instead of relying exclusively on institutional announcements, a public relations strategy must identify topics that can become interviews, reports, columns, or current affairs conversations.

In this case, the circular economy and environmental solutions offered connections with innovation, agriculture, the water crisis, recycling, and sustainable development.

This thematic breadth allowed Carenini's experience to be presented from different perspectives, maintaining a recognizable positioning territory.

Spokesperson positioning

Building authority requires that a person is not only mentioned, but has the opportunity to explain, analyze, and contextualize a topic.

For this reason, executive positioning must seek formats that allow ideas to be developed in depth.

Interviews and opinion columns have particular value because they can present the spokesperson as a source of information and knowledge, rather than limiting themselves to mentioning their name or their organization.

Developing media relations

Press management requires continuity, editorial follow-up, and an understanding of journalists' needs.

A professional relationship with the media allows for identifying opportunities, adapting messages, and facilitating access to sources capable of responding to topics that are under development.

The goal is for communication to be useful for both parties: for the media to find a relevant story and for the spokesperson to provide a differentiating perspective.

Building a consistent public presence

Positioning does not depend on a single interview or a specific publication.

It is strengthened when different appearances reinforce a common thematic territory. In this case, the connection between innovation, circular economy, and sustainability allowed for a recognizable narrative to be developed around Carenini's work.

This consistency is especially important for executives and entrepreneurs who seek to strengthen their professional reputation and participate in wider-reaching conversations.

Results: public evidence of positioning

Mattia Carenini's public presence allows for the identification of different editorial milestones that reflect the connection of his career with relevant media and conversations.

The following examples constitute documented evidence of the positioning. The dates correspond to the original publications, not necessarily to the start of Presse's work.

La Tercera: a story of innovation with concrete application

Date: March 15, 2022.

In the report *The agricultural solution that reuses human and animal hair*, La Tercera presented the work developed in Chile to reuse human and animal hair in applications related to agriculture and sustainability.

The publication addressed how the solutions work, their relationship with water scarcity, and the development of alternatives to take advantage of waste that is normally discarded.

This type of coverage has particular value because it transforms a specific innovation into a story that is understandable to a broad audience.

Furthermore, it allows the spokesperson to explain the problem, how the solution works, and its possible applications.

Documented indicator: editorial presence in one of Chile's main media outlets.

Source: <https://www.latercera.com/piensa-digital/noticia/la-solucion-agricola-gue-reutiliza-el-pelo-humano-y-animal/V3VVMBSHEVCX3G2AQJ6WY5TZDM/>

BioBioChile: participating in the conversation on the water crisis

Date: September 20, 2022.

BioBioChile published an interview on the reuse of human hair to face drought and support agricultural development.

The conversation addressed applications of these solutions and the work with hair salons and collection centers to recover raw material.

The relevance of this milestone lies in the possibility of connecting a circular economy initiative with a concrete problem for Chile: water management.

From the perspective of positioning, an interview of this nature allows the spokesperson to explain their experience, answer questions, and provide information on a solution that may be of public interest.

Documented indicator: audiovisual or radio interview broadcast by a national media outlet.

Source: <https://www.biobiochile.cl/biobiotv/programas/expreso-bio-bio/2022/09/20/enfrentar-la-sequia-con-pelo-humano-con-diferentes-tipos-podemos-ahorrar-hasta-la-mitad-del-agua.shtml>

GreenNetwork: developing thought leadership

Date: October 23, 2024.

GreenNetwork published an opinion column by Mattia Carenini on environmental, social, and governance criteria, known as ESG.

The publication expanded the communication territory toward a discussion relevant to companies: the relationship between sustainability, organizational management, and competitiveness.

This type of content represents a positioning opportunity distinct from the traditional interview. The column allows for the development of arguments, the presentation of one's own perspective, and linking the spokesperson's experience with a strategic conversation for organizations.

Documented indicator: signed opinion publication in a specialized media outlet.

Source: <https://greennetwork.cl/medioambiente/esg-la-clave-para-la-supervivencia-y-el-exito-empresarial/>

Positioning with different dimensions

Overall, these publications allow us to observe three types of public presence:

- **Innovation:** explanation of concrete solutions and their applications.
- **Sustainability:** connection with environmental and social challenges.
- **Thought leadership:** participation in strategic discussions relevant to companies and organizations.

The diversity of formats and approaches is important because authority does not depend exclusively on the volume of publications. It also depends on a person's ability to participate in different conversations within a coherent thematic territory.

Case KPIs: How to measure the value of the strategy

To evaluate an executive positioning strategy, it is necessary to distinguish between indicators that document visibility and those that allow for demonstrating an impact on reputation, digital positioning, or business.

In the case of Mattia Carenini, there are verifiable public indicators and others that Presse would need to recover from its historical records to complete an evaluation of results.

KPI: Editorial visibility

Editorial visibility measures the spokesperson's presence in relevant journalistic publications.

Indicator	Evidence available
Publications identified	3 examples documented in this version
Media identified	3: La Tercera, BioBioChile, and GreenNetwork
Formats	Feature article, interview, and opinion column
Period of the examples	March 2022 to October 2024
Thematic territories	Innovation, circular economy, water, and ESG

These figures correspond to the examples cited in this case and not to the total number of publications obtained during the relationship with Presse.

To measure the complete historical result, the record of publications must be consolidated and each appearance classified by date, media outlet, format, prominence, and topic.

KPI: Quality of appearances

Not all publications have the same strategic value.

A brief mention and an in-depth interview may each count as one appearance, but they fulfill different functions in building authority.

Therefore, the analysis should consider:

- Relevance of the media outlet for the target audience.
- Participation of the spokesperson as a source, interviewee, or author.
- Inclusion of strategic messages.
- Depth of coverage.
- Relationship of the publication to the positioning territory.

In Carenini's case, the documented examples include feature articles, interviews, and signed content—formats that allow for developing the story with greater depth than an incidental mention.

KPI to be recovered: percentage of strategic appearances out of the total coverage obtained.

Formula: strategic appearances / total appearances x 100.

KPI: Diversity of editorial formats

Diversity of formats allows for evaluating whether the positioning depends on a single coverage modality or if the spokesperson participates in different spaces.

In this case, three editorial formats are identified: feature article, interview, and opinion column.

This allows for demonstrating diversity in the public examples, although it is not enough to calculate the percentage distribution of the total historical record.

KPI to be recovered: number of interviews, feature articles, columns, mentions, and audiovisual participations during the entire period.

KPI: Development of thought leadership

Thought leadership is related to a spokesperson's ability to participate in relevant conversations from their own perspective.

One way to measure it consists of identifying signed publications, invitations to participate as an expert, interviews where the spokesperson develops a stance, and editorial opportunities that arise recurrently.

The GreenNetwork column on ESG is concrete evidence of participation as an author, while the documented feature articles and interviews reflect their presence as a source.

KPI to be recovered: number of opinion pieces published and number of editorial invitations received during the period.

KPI: Digital authority and professional presence

Authority built through the media can be complemented with a consistent professional presence on digital platforms.

In the public LinkedIn profile consulted, Mattia Carenini has over 2,800 followers. This figure functions as an indicator of professional community, but it does not by itself demonstrate that the growth was generated by the press strategy.

To establish that relationship, historical records of followers, posts, interactions, and profile visits would be needed.

Indicators to be incorporated:

- Evolution of LinkedIn followers.
- Percentage growth during the period.
- Average interactions per post.
- Profile visits.
- Clicks to websites.
- Referral traffic from editorial publications, when trackable links exist.

The formula for calculating follower growth is:

Percentage growth = (final followers - initial followers) / initial followers x 100.

Without the initial number and the exact period, it is not appropriate to attribute a growth percentage.

KPI: Recognition and thematic consistency

The objective of positioning is not just to appear, but to ensure the spokesperson's name is associated with the topics they seek to lead.

In this case, the editorial evidence connects Carenini with innovation, circular economy, waste reuse, sustainability, and ESG.

To measure historical consistency, Presse can classify publications by topic and determine what proportion of the total reinforces the defined strategic axes.

KPI to be recovered: percentage of publications that include at least one of the key positioning messages.

KPI: Digital and commercial impact

This is the layer that would allow for connecting communication with business results.

Media publications can contribute to increasing trust, generating traffic to a page, improving brand visibility, or opening commercial conversations. However, each of these results must be verified separately.

To evaluate this dimension, it would be necessary to review:

- Referral traffic from the media.
- Evolution of brand searches.
- Editorial links to owned sites.
- Commercial inquiries related to press appearances.
- Invitations to meetings, events, or collaborations.
- Commercial opportunities where coverage has influenced the decision.

Sufficient historical data is not available here to quantify these results or to attribute them directly to Presse.

The impact of reputation in an innovation ecosystem

The communication of an innovator cannot be analyzed in isolation from the projects and networks in which they participate.

In the case of Mattia Carenini, the circular economy offers a story with different dimensions: applied innovation, waste recovery, collaboration with organizations, and the search for environmental solutions.

The public trajectory associated with this work includes links with business, academic, and institutional spaces, as well as initiatives related to Matter of Trust.

Editorial coverage allows for making this work understandable to audiences who do not necessarily know its technical operation. It also contributes to documenting their participation in public conversations about sustainability.

It is important to distinguish, however, between the scale of the projects and the specific impact of the communication. An organization's operational figures are not press KPIs, although they help to contextualize the relevance of the story being communicated.

For a complete evaluation, Presse should link communication milestones with independent reputation and business indicators, without assuming that a publication automatically produced an alliance, a sale, or an expansion.

Why this case is relevant for companies, founders, and executives

The case of Mattia Carenini reflects a common challenge in organizations developing innovative solutions: having experience and knowledge does not guarantee market recognition.

Strategic communication makes it possible to connect that experience with the conversations that matter for each industry.

For a B2B company, this can translate into greater visibility for its executives, a clearer narrative, more opportunities to participate in media, and a public presence consistent with its commercial goals.

For a founder, it can mean building a profile that accompanies the growth of their company.

For an executive, it can contribute to developing a territory of specialization and thought leadership.

For an organization linked to innovation, it can help explain why its work is relevant and how it connects with the challenges of its industry.

In all these cases, the goal is to build a reputation that does not depend exclusively on one-off campaigns.

The lesson for Presse: from coverage to authority

At Presse, we understand media relations as a tool to build authority, not as an activity limited to distributing press releases or getting mentions.

The work begins with a relevant story, continues with the identification of editorial opportunities, and is strengthened when appearances maintain a consistent relationship with positioning objectives.

Measurement must accompany the entire process.

Therefore, a solid case study needs to answer four questions:

Visibility: in which media and formats did the spokesperson appear?

Authority: how relevant were the publications and what messages did they reinforce?

Demand: was the exposure related to searches, visits, or inquiries?

Business: are there commercial opportunities or collaborations that can be verifiably linked to the strategy?

The public examples of Mattia Carenini allow us to document the first dimension and provide qualitative evidence for the second. The dimensions of demand and business require additional information.

This distinction does not reduce the value of the case. On the contrary: it allows for the presentation of a credible story, with verifiable results and a measurement structure that can be enriched with historical records.

Conclusion: when a trajectory becomes a public voice

Professional authority is built when experience finds a way to communicate its value.

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Figures and sources reflect the supplied document. The editorial examples do not represent the complete publication history and do not, on their own, establish attribution of commercial outcomes.