

**PROFESSIONAL ACCOMPLISHMENTS**

- Brand launching and brand building: Apparel, Leather Accessories and Shoes, Men's and Ladies'
- Strategic planning in ordinary business and insolvency status (ref. two-year ITR "Extraordinary Administration" - assimilated to US "Chapter 11" - in cooperation with the three Extraordinary Administrators)
- Product and pricing strategy: product briefings and price list.
- Wholesale, Retail & Online management
- Direct knowledge of major markets, domestic and international
- Team building and Leadership

**PROFESSIONAL EXPERIENCES AND CREDENTIALS**

**LIU JO S.P.A. – Carpi (MO)** **2020 – today**  
Ladies Apparel & Accessories

***Commercial Director – International markets***

For the whole company portfolio, responsibility of sales budget (130 Mio Euro) and business development. Management of the commercial network, including local branches. Full responsibility on the BU profit & loss. Team of 30, report to the CEO.

**ANTRESS INDUSTRY S.P.A. – Carpi (MO)** **2015 – 2020**  
Ladies Apparel & Accessories

***Worldwide Commercial & Marketing Director***

For the whole company portfolio – Manila Grace, Ki6, Sinaja - responsibility of the sales budget wholesale, franchising and online (44 Mio Euro). Management of the commercial network, including directional Showroom in Milano. Team of 25, report to the CEO.

Direct management of Dept. Stores and VIP partners.

Responsibility of the MKTG budget and planning; management of a dedicated team and of external Press offices.

**FINAL S.P.A. - Roma/Milano** **2013 – 2014**  
Fashion Division

***Sale & Marketing Director iDesign***

Launching strategy, positioning and marketing plan management. Build up and maintenance of the sales network. Full responsibility of sales and marketing budget.

***Global Sales Director Alviero Martini 1^ Classe (ad interim)***

In staff to the President of the Group. Responsibility of the sales budget both retail and wholesale (55 Mio Euro). Management of the commercial network.

**ITTIERRE S.p.A. – Isernia** **1997 – 2013**  
Fashion Apparel and Accessories

***Global Sales Director – Accessories Division***

Shoes and Bags under following Brands: Pierre Balmain, GF FERRE', C'n'C Costume National, Galliano, Just Cavalli, Aquascutum. Business unit and sales budget responsibility, direct responsibility of Product and Sales team.

***Brand Director – Fiorucci Division***

Apparel and Accessories, wholesale and retail. Launch of the product line and management of all related marketing leverages with shared vision with the Maison, while building a strong dedicated team.

***Global Sales Director – Apparel and Accessories***

Full responsibility of sales budget (180 Mio Euro) , commercial network, sales team and customer service.

During the two-year Extraordinary Administration of ITR, restorage of company efficiency and services, in cooperation with the three Administrators and the CEO

***Area Manager***

Whole company portfolio (6 brands) Markets: Far East, Japan and Center/South America

***Licensing Manager – owned brands***

Brands: Romeo Gigli, Extè, Antonio Berardi

***Strategic Marketing***

In staff to the CEO

**ESTEE LAUDER ITALIA S.p.A. – Milano**

**1996 – 1997**

Luxury cosmetics & fragrances

***Marketing Manager Italy***

Local marketing policies adoption in line with International marketing plans. Launch of new products and services; regular business maintenance, promotion, media plan, trade and end-consumer marketing activities. Sales force management.

**METALTRONICA S.r.l. - Roma**

**1991 – 1995**

Medical Manufacturing and Services

***Marketing Manager***

Opening of new markets; fairs and medical meetings and events; sponsorship initiatives; legal affairs; relations with Medical Associations and opinion leaders.

***Area Manager Far East***

***Member of Company Board*** (1993 – 1995)

***PROFESSIONAL STAGES***

**Kuwait Petroleum Spa** - Rome Adv. & Promotion Department 1996 March/June

**Lyrec Manufacturing A/S** – Copenhagen Sales Department 1990 Sept/Dec

***EDUCATION***

**MASTER IN GENERAL MANAGEMENT – CUOA** Vicenza

**1995 – 1996**

Major in Marketing

100% Scholarship: Kuwait Petroleum. Merit award diploma

**UNIVERSITY DEGREE IN ECONOMICS – La Sapienza** Rome

**1985 – 1990**

Final thesis: “ Management tools of a Fashion Company: Gucci”

Final grade: 110/110 cum laude

**LICEUM UMANISTICS** – Chieti  
Final grade: 60/60

**1980 – 1985**

***LANGUAGES and COMPUTER KNOWLEDGE***

English: Fluent  
Office, Outlook, internet

***OTHERS PERSONAL INFORMATIONS***

**DIGITAL MARKETING** – Introductory course by Rocket PPC **2019-2020**

**HOLDEN SCHOOL by Alessandro Baricco – MASTER FONDAMENTA II** **2013 - 2014**  
Master course dedicated to Storytelling applied to contemporary fiction, cinema, business communication.  
Advanced level.

**HOLDEN SCHOOL – MASTER FONDAMENTA I** **2012 - 2013**  
Basic level.

**CMO ITALY: Marketing directors summit - Montecarlo** **2008 April**  
Official delegate of ITHolding Spa

**MASTER IN CREATIVE WRITING - Isernia** **2003 Feb /June**  
Published tales: “Giochi di perle”

**OCCASIONAL TEACHING in FASHION SCHOOLS** **1997 – today**  
Such as IED Milan, MAP Academy, Istituto Marangoni; Bocconi Fashion School c/o ITR

**EUROPEAN BUSINESS SCHOOL – Spec. Course - Milano** **1998 Nov/Dec.**  
“The Luxury goods Marketing”

**HIGH SCHOOL Franklin – Massachusetts USA** **1988 Aug/Nov.**  
Learning English and working in a bakery

**AIIESEC (Ass. Int. étudiantes en Sciences Econ. et Comm.) Rome** **1987 – 1990**  
Active member; account of Procter & Gamble Italy

**ARTISTICS GYMNASTICS – “Armonia team” – Chieti** **1980 – 1985**  
Agonistic level.

***CREDITS***

Available upon request.

I hereby authorize the use of my personal data, pursuant to Italian Law no. 675/96 and D.lgs. 196/2003