

FILIPPO LORENZI / ONE-PAGE-CV

Born in: Verona, Feb. 5th 1971 – Married with two children
Address: Via Vivaldi, 12/Bis, 37024 – ARBIZZANO di NEGRAR (VR) – ITALY
Mobile +39.335.7276684 E-Mail: filippo@filippolorenzi.it
Web Site: www.filippolorenzi.it LinkedIn: www.linkedin.com/in/filippo-lorenzi

TEMPORARY MANAGER & ENTREPRENEUR

Sportswear & Casualwear Fashion Companies – Handicraft Food Company

- ✓ **Ceo & Founder** 2016 – Today
- ✓ **Business Consultant** 2016 - 2017

CANDY HOOVER GROUP – Monza (Italy)

Multinational Italian Company of Home Domestic Appliances with a global turnover of around € 1.000mln

- ✓ **Italy Country Manager** 2013 – 2015

SAFILO – Padova (Italy)

Eyewear Multinational Italian Company with a global turnover of more than € 1.000mln

Top Brand: Dior, Gucci, Marc Jacobs, Boss, Max Mara, Saint Lauren, Tommy H., Carrera, Polaroid, Smith

- ✓ **Italy Country Manager** 2011 – 2013

SAMSUNG ELECTRONICS ITALIA – Cernusco s/Naviglio (MI)

Multinational Korean Company Leader in Consumer Electronics Market – Italian Turnover of around 2.500mln

- **Sales & Marketing Director – Telecom Division** 2010 – 2011
- **Sales Director – Telecom Division** 2009 – 2010
- **Open Market Sales Manager – Telecom Division** 2006 – 2009

BRONDI TELEFONIA – Moncalieri (TO)

Telephone Italian Company

- **Sales Manager - National Customers** 2004 – 2006

GILLETTE GROUP ITALY – Milano

Multinational American Company Leader in the grocery market with Gillette, Duracell, Oral-B and Braun

- **Sales Manager – National Customers** 2003 – 2004
- **Sales Manager – Regional Customers** 2001 – 2003

ETICHON (Jhonson & Jhonson Group) – Pomezia (Roma)

Multinational American Company Leader in Surgical Sector

- **Sales Manager – Regional Customers** 2000 – 2001

COCA COLA BEVANDE ITALIA – Oriago di Mira (VE)

Italian Company of Coca Cola Group

- **Sales Manager – Regional Customers** 1997 - 2000

EDUCATION: Bachelor in Economy & Commerce University of Verona 1991 - 1996

COMPETENCY: Sales driven culture, consolidate commercial mindset (sales and marketing), business development and change management, strategic thinking, profit & loss management, operations and forecasting skills, customer relationship, presentation and negotiation skills, analytical and problem solving attitude, people organizational skills, coaching and talent manager

PERSONALITY: Innovative and visionary, entrepreneurial mindset, hard worker, flexible and adaptable, positive and enthusiastic, highly organized and business like, encouraging and people oriented, honest

PASSIONS: Rugby (player), football (coach and player), skiing and mountain, music, motorbike

FILIPPO LORENZI

Born in: Verona, Feb. 2nd 1971 – Married with two children
Resident in: Via Vivaldi, 12/Bis, 37024 – ARBIZZANO di NEGRAR (VR) – ITALY
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Web Site: www.filippolorenzi.it LinkedIn: www.linkedin.com/in/filippo-lorenzi

ENTREPRENEUR:

WALK THE LINE – Verona (Italy)

Casualwear Fashion Company - 100% Made in Italy

- **Ceo & Founder** 2016 – Today
 - ✓ Studying and Brand Developing
 - ✓ Studying and Developing Style Proposal and Business Model
 - ✓ Searching for Italian Laboratories and Suppliers
 - ✓ Searching for Foreign Distributor Partners
 - ✓ Developing Internal Organization and Financial Coverage
 - ✓ Defining Web & Digital Marketing

TEMPORARY MANAGER:

Italian Fashion Company (Verona) 2016

- ✓ Business and Style Review
- ✓ New Sales Plan Implementation
- ✓ Corporate Re-organization

Handicraft Company in Food Business 2016 - 2017

- ✓ Studying and Defining the Development Plan (Italy and Europe)
- ✓ Defining the New Business Model
- ✓ Searching for Financial and Corporate Partners

FULL TIME MANAGER:

CANDY HOOVER GROUP – Monza (Italy)

Multinational Italian Company of Home Domestic Appliances with a global turnover of around € 1.000mln

Italy Country Manager 2013 – 2015

Turnover: 130mln Euro

Reporting: President and Owner

People: 3 Executives + 47 employees (Sales, Marketing, Operations, Sales Admin.) + 30 sales agents + 50 Sales Promoters + 11 Merchandisers

Results: Sales Forces Re-Organization

H1–2014 Best sales results of recent years (Profit) and MBO exceeded (150%)

Save and re-launch business relationships with top customers

- ✓ Defining and Executing the Annual Business Plan
- ✓ Managing and Controlling Italy Profit & Loss and its variable and fixed costs with the support of a Business Controller

- ✓ Managing 2 Sales Forces (Candy and Hoover) leading by 2 Sales Directors and with the support of 2 National Account Managers, 4 Area Managers and 30 Sales Agents
- ✓ Leading a Business Manager and his team in defining Products, Pricing and Distribution Policies for Italian market
- ✓ Defining and Executing the Annual Commercial Agreements with the main Customers (MediaWorld, Unieuro, Euronics, Expert, Unieuro, Trony, Conforama,...)
- ✓ Developing and Controlling the Top Customers Assortments and Promotional Plans
- ✓ Defining and Executing Marketing Communication Policies
- ✓ Defining and Executing Trade Marketing Strategies managed by a Trade Marketing Manager and with the support of 50 Sales Promoters and 11 Merchandisers on the field
- ✓ Defining and Executing Forecast and Supply Chain Process
- ✓ Defining and Executing the Sales Agents Commissions and Employees Incentive Plan (MBO)
- ✓ Supervising and Coordinating Built-In Channel and Floorcare Business, managed by 2 Sales & Marketing Directors
- ✓ Leading an Operations Director and her Credit, Sales Administration and Customer Service teams

SAFILO – Padova (Italy)

Eyewear Multinational Italian Company with a global turnover of more than € 1.000mln

Top Brand: Dior, Gucci, Marc Jacobs, Boss, Max Mara, Saint Lauren, Tommy H., Carrera, Polaroid, Smith

Italy Country Manager 2011 – 2013

Turnover: 100mln Euro (with 18 licensed brands and 5 house brands)

Reporting: Head of Business Region EMEA

People: 1 Executive + 37 employees (Sales, Marketing, Sales Admin. and Business Control) + 107 sales agents

Results: Sales Force Re-Organization (from field to brand) and New Business Model implemented (Brand focus)

Marketing and Operations Team implemented

Change Management (from sales orders collection to sales profitability and forecasting)

- ✓ Defining and Executing the Annual and Three-Years Business Plan
- ✓ Defining and Executing Marketing Communication Strategies for Italian market in collaboration with Global Marketing Directors
- ✓ Defining and Executing Sales Policies and Distributive Strategies for Italy Portfolio Brands
- ✓ Defining and Executing the Commercial Agreements, Promotions and Assortments of the Top National Customers (Salmoiraghi & Viganò, Optissimo, Avanzi, Green Vision,...)
- ✓ Managing and Leading a Sales Director, 3 National Account Managers, 3 Area Managers, 7 Key Account Managers and 107 exclusive Sales Agents
- ✓ Managing and Leading a Trade Marketing Manager and 5 Brands Ambassadors
- ✓ Developing and Managing Sales Agents Commissions and Employees Incentive Plan (MBO)
- ✓ Managing and Controlling Italy Profit & Loss and its main economic and financial indicators, with the support of a Business Controller and his structure
- ✓ Managing and Leading Orders Management and Sales Administration structures, with the support of an Operations Manager
- ✓ Defining and executing Credit, Logistic and Planning Strategies in collaboration with each Global Director
- ✓ Working with the HR Group Director in recruiting, managing, evaluating, training of local resources with the support of a dedicated HR manager

SAMSUNG ELECTRONICS ITALIA Spa – Cernusco s/Naviglio (MI)

Multinational Korean Company Leader in Consumer Electronics Market

Head of Telecom Division 2010 – 2011

Turnover: 750mln Euro (Smart-Phones, Tablets, Mobiles, MP3-4, Set Top Box)
Reporting: President
People: 3 Executives + 40 employees (Sales, Marketing, Operations) + 30 sales agents
Results: First Market-Share Position in Mobiles Market (June 2011)
 World Wide Award in Forecasting and Supply Chain Management (2010)
 Best European Country in launching of a new mobile touch screen phone (Corby)
 Sales results in growing and steady growth for all the years
 Sales/Marketing/Operations targets (MBO) reached and exceeded all over the years

- ✓ Defining and Executing the Annual Targets and Division Business Plan
- ✓ Managing and Controlling Telecom Division Profit & Loss
- ✓ Defining and Executing Sales Policies and Distributive Strategies
- ✓ Managing and Leading 2 Sales Directors (Mobile Operators and Open Market) and their sales team
- ✓ Defining and Executing Marketing and Communication Strategies
- ✓ Managing and Leading a Marketing Director and his team (*Trade Marketing, Communication and Business Intelligence*)
- ✓ Defining and Executing Products Pricing and Distribution Policies
- ✓ Developing and Managing Forecast and Supply Chain Process (2010 World-Wide Best Performers)
- ✓ Managing and Leading an Operation Manager and his team (*Order Entry, Sales Administration and Controlling*)
- ✓ Defining and Executing HR/Credit/Administration/Logistics/After-Sales policies in collaboration with each Department Director

Sales Director – Telecom Division 2009 – 2010

- ✓ Defining and Executing (and Achieving!) the Annual Sales Targets
- ✓ Defining and Executing Distributive Policies for Open Market Channel and Telecom Operators
- ✓ Defining and Executing the Top Customers Assortments and Promotional Plans
- ✓ Developing and Managing the Commercial Agreements with Top Customers (MediaWorld, Euronics, Expert, Unieuro, Trony, ...)
- ✓ Developing and Managing all the commercial relationship with Italian Mobile Operators (TIM, Vodafone, Wind, H3G)
- ✓ Developing and Managing Sales Forecast and Stock Control Policy
- ✓ Managing and Leading 7 Sales Account Managers

Open Market Sales Manager – Telecom Division 2006 – 2009

- ✓ Developing and Managing Open Market Channel (Consumer Electronics Market) and related results of sales, market share and marginality
- ✓ Defining and Executing Sales, Market-Share and Marginality Targets
- ✓ Defining and Executing Sales Promotion and Top Customers Assortment Plans
- ✓ Defining and Executing Customers Commercial Agreements
- ✓ Developing and Managing Long (20 weeks) and Short (4 weeks) Sales Forecast
- ✓ Managing and Leading a Distributor for small/medium independent customers
- ✓ Managing and Leading 4 National Account Managers and 30 Sales Agents

BRONDI TELEFONIA Spa – Moncalieri (TO)

Telephone Italian Company

- **National Sales Manager (Italy and Malta)** 2004 – 2006

GILLETTE GROUP ITALY Spa – Milano

Multinational American Company Leader in the grocery market with Gillette, Duracell, Oral-B and Braun

- **National Sales Manager (Italy)** 2003 – 2004
- **Regional Sales Manager (North East)** 2001 – 2003

ETICHON Spa (J&J Group) – Pomezia (Roma)

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- **Sales Manager (North East Customers)** 2000 – 2001

COCA COLA BEVANDE ITALIA Spa – Oriago di Mira (VE)

Italian Company of Coca Cola Group

- **Sales Manager (North East Customers)** 1999 - 2000
- **Sales Promoter** 1997 - 1999

EDUCATION:

1996 – **Bachelor in Economy & Commerce**

University of Verona with thesis on the Market's labour, unemployment national rate.

TRAINING COURSES:

Developing by Coca-Cola, Ethicon, Gillette, Samsung and Safilo in collaboration with some leading training companies such as SDA-Bocconi, Cegos, CUOA and Cambridge School

- ✓ Strategy and Business Planning
- ✓ Public Speaking
- ✓ Business English
- ✓ Area Sales Manager: Team and Sales Management
- ✓ Operating Room Certification
- ✓ Sales Manager: Sales Skills and Techniques
- ✓ Stock Market Exchange Course