

## CURRICULUM VITAE

### Personal notes



MARIA ELENA VITALI FITZ

Location:

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Professional experience as sales and marketing Manager on Italian and foreign markets, clothing and accessories business, high and medium high level customers and products –oriented for men, women and accessories.

Management and organization of the directional showroom and training and support to sales team.

Excellent knowledge of sales and distribution networks in all markets.

Good leadership skills, excellent organizational and analytical skills, good communication, listening preparation, problem solving and negotiation attitude, ability to take risks and responsibilities and to work by targets.

### Professional experiences

May 2017 to present PROGETTO&RICERCA SRL Ghedi (BS)

#### **Worldwide Sales Manager**

Sales Manager for Italy and export of women collections DE TOUT JE SAIS and DRESS\_MEE , CHIGLO , GERARDO ORLANDO. Managing of the sales and distribution networks and the direct showrooms.

From May 2012 to present – **S&E FASHION CONSULTING** Milano-Bologna

**Owner and co-founder** of S&E Fashion Consulting, a consulting society specialized in start-up projects and development of sales and distribution network of Italian brands worldwide. [www.sefashionconsulting.com](http://www.sefashionconsulting.com)

**Professional experiences**

From June 2008 to present 2011 - **PROJECT CONSULTING**

C.L.A.S.S / GB NETWORK [www.c-l-a-s-s.org](http://www.c-l-a-s-s.org) Milano

**Sales Manager**

Sales and marketing consulting to develop the brands of the target markets. Start up projects and business development through direct research and managing of potential agents, distributors and customers.

**BUYER**

Consulting, planning and buying for some Italian multibrands boutiques for men, women and accessories, of medium-high and high level.

2009 -2011 RUFFO SpA Calcinaia (PI)

**Worldwide Sales Manager**

Sales Manager for Italy and export of women and menswear Ruffo, Kode9 and PrevWManaging of the sales and distribution networks and the direct showrooms. company produces outerwear made in leather and nylon and leather, the target market is the luxury one.

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May 2006- June 2008 CERCHIOOTTO SRL Albano S.A (Bg)

**Sales and Marketing Manager ROBERTA DI CAMERINO Pret-a-porter**

Managing of the sales network in Italy and abroad, and two direct showrooms Advice on the collections development. High and medium-high customers, women and accessories. Relations with the press office, media- planning and fashion shows, exhibitions and events organization.

May 2004- April 2006 LA COMMERCIALE SRL Bologna

**Sales Manager Gaetano Navarra men and women collections**

Management of the italian and foreign markets for the men collection and the woman customers both in Italy and abroad (Extra CEE and Middle East) at the showroom in Milan.

<b>Professional experiences</b>	<p>           Dicembre 2001-April 2004    CONFITALIA spa    Arezzo  <b>Sales Manager for the men collection for the italian market</b>            Management of the sales 15 agents in Italy and support to sales. Monobrand stores and direct customers management. Business and operations plannings.         </p> <p>           1998-2001                    I.B.C. FASHION srl                    Roma  <b>Sales Manager Les Copains collections and accessories – Center-South Italy</b>            Management and increase of sales turnover in the best boutiques in center and south Italy, product positioning and research of new point of sales            Visual merchandising support         </p>
	<p>           1996-1998                    Uff. SEVERINI                    Roma  <b>Sub-agent Manifatture del Nord</b>            Pennyblack lines and accessories for Lazio region.            Training on sales techniques and visual merchandising at the company.         </p> <p>           1995-1996                    ITIERRE                    Roma  <b>Sales representative at direct show-room</b>            Collaboration to the sales of D &amp; G man and woman lines for the center-south Italy         </p>
	<p>           1990-1995                    IMAGE srl                    Milano  <b>Didactic Director</b>            Organization and planning of educational training of modeling, fashion journalism and photography.            Training and extension of the services sale.         </p> <p>           1986-1987                    MAX &amp; CO. /MANIFATTURE DEL NORD    Udine            Sales representative at Monobrand Boutique with training on sales and visual merchandising.         </p>
<b>Studies and Trainings</b>	<p>           Accounting Diploma            Courses of specialization: technical sales, marketing, web marketing, web design and visual merchandising.            Excellent knowledge of the major programs in use, Mac and Microsoft and Internet            Language spoken: English         </p>

<b>Interests</b>	Reading, music, cinema, sports, travel, cooking
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