



ANDREA MONTAGNANI

+39 3426088202

andreamontagnanitreviso@gmail.com

**SALES AREA MANAGER
CENTRAL ITALY,
DACH, UK**

I am **Area Manager** in Raxyline, a company characterized by great attention to quality, imagination and a customer service made of extreme speed and absolute respect of the agreed delivery times. I'm coordinating the back-office operators, and I take care for the business development of **Central Italy, DACH, and UK** market.

Previously, I worked as **sales and editorial manager** of a printing and publishing company whose customers - mainly composed of furniture / design professionals, public administrations - were very focused on the product quality. For the company, I was looking after key accounts and coordinated agents and distributors both in Italy and abroad.

Working in sales I got used to dealing within an international context. Participation in fairs, contacts with advertising agencies, communication and design studios, photographers, architects from all over the world has allowed me to establish continuous and profound relationships with people and realities coming from different geographic areas and cultures.

My strengths?

I do know how to **listen, understand and anticipate** customer needs and translate them correctly into operational terms. **Scouting, clustering** of clients and leads, **budgeting, and sales forecasting** are amongst my skills. I can **coordinate** and **motivate** people, keep **information flowing** and **stay calm** in stressful situations.

And besides all that, I've got an **inexhaustible curiosity**.

MY SKILLS

Sales, Sales channel management, Sales forecasting, New business development, Team management, Marketing communication, Marketing strategy, B2B, Graphic design.

MY WORKING EXPERIENCE

Area Manager in Raxyline (from October 2016). Coordination of the back-office (3 operators). Renewal of corporate communication through newsletters, product catalogue, use of back-office as a corporate communication tool. Management of fairs and roadshows. Support to North Europe distributor. Business development in Central Italy, DACH, and the UK.

Achieved results

Central Italy: the downward trend reversed, passing from a loss of 34% of the 2017 turnover to 2016 in April to a loss of 25% in November for Lazio and from -46% to -23% for Tuscany.

DACH: 22% increase in turnover (2017 on 2016)

UK: 77% increase in turnover (2017 on 2016)

From 1990 to 2015 I worked at Grafiche Vianello srl - printing and publishing house, growing up in the company initially as a prepress operator and later:

From 2005 to 2010 **Production Manager** for the production flow dedicated to the supply of printed material for the Electrolux plants (Porcia and Susegana), coordinating the work of 10 operators, receiving Annual and Monthly Forecast Orders, setting up the relevant printing batches and scheduling daily deliveries and quality checks prior to the shipping (average turnover: € 200,000 monthly).

From 2011 to 2015 **Sales Manager** for both the company's business branches (commercial and editorial printing).

1. **Commercial printing**

- a. **Key accounts (1 mil. €** yearly turnover)
- b. **Cost estimations** and subsequent negotiations through the sales staff.
- c. **Salespeople coordination** (4 pax) identification of sales tools; report control, appointments, budget
- d. **Handling of customers' complaints.**
Average yearly turnover **€ 2.500.000**

2. **Editorial Printing**

- a. **publishing** of some 50 titles of the VianelloLibri catalogue,
- b. **management of** Italian and foreign **distributors.** Setup of **publishing agreements** with authors
- c. organisation of **new titles presentations, press releases, book-signing events**
- d. **participation as exhibitors** in national and international book fairs
- e. **co-edition agreements** with foreign publishers (Herschel, Citadelles et Mazenod, Hirmer Verlag, Lannoo, Merrell Publishers, Hudson Hills Press, Tyrolia Verlag, Nouveau Monde).
Yearly turnover of the editorial printing **€ 500.000**

Over the years, I have been managing various projects and situations:

- 1. **ISO 9001 and FSC certifications - RSPP.**
- 2. In recent years, I have been assisting the General Manager in all the issues sprouting from the crisis of the graphics industry in relation to the production staff (24 people), administrative and managerial staff, gaining experience in the dynamics of conflict resolution, motivation and legal and trade unions issues.

STUDIES

- 1985-1990 Università Ca' Foscari – Venezia – Ancient literature – 110/110 Lode
- 1989 Hebrew University of Jerusalem – Israel – Modern Hebrew
- 1981-1985 Istituto diocesano di Scienze Religiose
- 1975-1980 Liceo Classico "A. Canova" – Treviso – High School diploma – 54/60

SKILLS

LANGUAGES	Italian	English	French	German	Hebrew
	Mothertongue	C1	B2	A2	B1

- IT Graphic softwares (**CS Suite**), **Office**, with access programming skills.
- ART I can play guitar and I sing ancient music
- OTHERS I love hiking and climbing. I love to sail on dinghies (laser). I'm enabled to First Aid and I have lifeguard certification

TREVISO, VIA S. ANDREA 5 - AVAILABLE FOR RELOCATION

FB: www.facebook.com/amontagnani1 **G+:** +AndreaMontagnanitreviso **LinkedIn:** it.linkedin.com/in/montagnaniandrea

Autorizzo il trattamento dei miei dati personali ai sensi del D.Lgs. 196/2003.

Sono a conoscenza dei miei diritti in materia come specificati dall'art. 7 del citato decreto.