

Giovanni Sorreca

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Profile

Working over the past 20 years in a multinational environment and a complex matrix organization, I have acquired a wide experience which spreads from **Supply Chain to e-Business, Marketing, Sales and Business Unit Management**.

The variety of jobs I've covered with increasing responsibility has given me the opportunity to face several roles in different markets including **Industrial (Adhesives, MRO, PPE), Health Care (Hospital, Out of Hospital, Industrial Medical and Pharmacy Channels); Construction and Tool Supply; Consumer (FMCG, DIY, Stationary) and HoReCa**.

I am familiar with different market scenarios and distribution models; sales and marketing strategies; business process optimization; new product development and introduction; team development and change management.

Two years of experience as **Six Sigma Black Belt** gave me the opportunity to practice Lean philosophy (DMAIC) and Value Analysis (DFSS) across 3M businesses managing several projects including new product development and sales process re-organization.

Strong entrepreneurial attitude, team spirit; strategic thinking; result orientation and project management skills complete my personal profile.

Work Experience

3M Company - Italy

Worldwide diversified technology company operating in five businesses:

Industrial; Health Care; Safety & Graphics; Consumer; Electronics & Energy

06/2018 – present Country Digital Leader

Challenged to build-up and lead the country digital team (Business Digital Specialists and Digital Mktg Operations) to set Digital Transformation on the right course with major focus on:

- *Content Creation (Web Sites and Product) processes as fundament to enable a compelling Ux*
- *Driving best in class Demand Generation initiatives at any touchpoint of the customer journey*
- *Boosting eCommerce Sales expanding traditional business models toward an holistic omnichannel strategy*

09/2016 – 06/2018 Consumer Bus. Group Leader (Consumer Health Care, Home Care, Stationary, DIY, eCommerce)

- *Appointed with P&L accountability to identify and implement new business model for the CBG channels (Stationary; Office Supply; Mass Retail; Pharmacy; DIY; e-Channel) to guarantee profitable growth to the divisions (40 mln € Gross Sales at double digit Operating Income)*
- *Lead and re-shape the organization (80 people including commission agents) to enhance channel adjacencies and market opportunities driving new ways to market in less than two years*
- *Pioneered digital opportunities boosting the e-channel to a multi-million sales result*
- *Management of major 3M Brands (Post-it®; Scotch®; Scotch Brite®; Nexcare™; Futuro™; Tegaderm™; Command™)*
- *Domestic and International KA management*
- *External partnership development to leverage innovative sales and/or marketing synergies*
- *Redesigned Pharmacy Channel Way to Market to enhance sales opportunities and productivity*

06/2015 – 09/2016 - Sales & Marketing Manager – DIY and Hardware Supply Distribution Channel (Industrial Business Group) - Consumer Business Group Strategic Transition Leader (Consumer Health Care; Home Care; Stationary)

- *Large customer footprint classification and prioritization (1400 direct accounts) as foundation to sketch, validate, fund and implement strategic programs including CRM (Salesforce.com); customer value programs and Inside Sales*
- *International KA / TND coordination and related Business Processes Optimization*
- *Grew channel average volume of sales of 9% YoY with double digit OI*
- *Holistic approach to the matrix to optimize cross divisional team(s) efficiency (25 direct reports)*
- *Assess, amend and validate Consumer Business Group Sales& Mktg processes in preparation for the new ERP*

06/2013 – 06/2015

Sales & Marketing Manager – Commercial Solutions Division

(Graphic and Architectural Surface Materials; Professional Cleaning, Fire Protection, Safety and Maintenance Supplies)

- *Integration management of 2 large divisions into the new CSD Division (20 mln € turnover; 30 people)*
- *Full P&L accountability and interdisciplinary team management (Sales, Mktg, KA, Tech)*
- *Multi-million Fire Protection spec' in business development at Large Marine and Oil Companies*
- *Successful launch of new product lines*

04/2009 – 06/2013

Sales, Marketing and Professional Service Manager - Health Care Divisions

(Infection Prevention and Wound Care Solutions)

- *Achieved positive sales results in a very tough government spending review period (>50mln € sales)*
- *Successful and flowless integration of Arizant Healthcare Inc. (US)*
- *New CRM processes definition and implementation to track and trace major projects and control the whole tender lifecycle*
- *Successful launch of new product lines in wound management, vascular access and patient warming*
- *Sizeable A&M Budget management*
- *Led and engaged the organizations (40 sales rep's and 25 people in Mktg & Prof. Service org.) around new vision and goals to hit challenging business targets in a fast-changing competitive arena assuring appropriate presence in all health care touchpoints leveraging portfolio synergies and playing the matrix organization (SIs Spv; Market Access; Prof Service; KA's, Field promoters; Bid & Tender)*
- *Successful development and implementation of innovative marketing educational programs in cooperation with KOL and other companies*

08/1997 – 04/2009

Sales & Marketing Op's Manager – Ind. & Transp. Division

(High Performance films and adhesives for Automotive and Household Parts Supplier)

Six Sigma Black Belt Project Manager – Safety and Graphic Business Group

Sales Manager Commercial Market BU

(Professional Cleaning Solution)

Marketing Manager OH&ES (Occupational Health & Environmental Safety)

(Personal Protective Equipment)

Corporate Strategic Marketing and Customer Loyalty

Southern Region (IT/AT/CH/TR/GR) Logistics Business Process Specialist

Education

Industrial Technology Engineer with major in Economics and Organization (currently Ing. Gestionale) - Politecnico of Milan

MEB-MBA - MIP-Politecnico of Milan; Milan Oct 2000 – Jul 2001

Marketing Planning Excellence - McKinsey - Madrid / Paris / Milan May - Nov 2011

Six Sigma Black Belt (DMAIC & DFSS) - St. Paul (USA); Sept - Nov 2005

Further Information

Military Service

1991 – 1992

Languages

Italian: Native
English: Fluent

Interests

Outdoor activities (sailing, scuba diving, skiing); Accustomed to travelling

Personal Information

Date of Birth: 10.12.1968