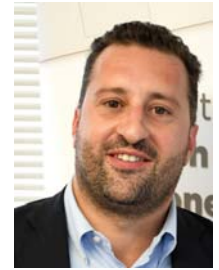


# LUCA MARAZZI



## PERSONAL DETAILS

Birth 08-02-1975 in Lecco (LC), Italy  
Nationality Italian  
Status Separate, happy and proud father of Ludovica (11) and Massimiliano (9)  
Location Viale Tazio Nuvolari, 3/E – 20020 Arese (Mi), Italy  
Mobile +39 348 871 60 93  
Email [luca.marazzi@l2ms.net](mailto:luca.marazzi@l2ms.net)

## PROFESSIONAL PROFILE

Experienced Sales and Marketing background, with a demonstrated history of success and outstanding results in the IT industry.  
Highly skilled in developing & implementing solid business in the Mediterranean countries. Very strong and flexible in handling all the commercial challenges of the contemporary business environment. A committed, proactive Team leader.

## CORE SKILLS

- \* Strong self-motivation in over-achieving targets
- \* Resilience and tenacity
- \* Optimism
- \* Professional empathy with customers and partners
- \* Negotiation
- \* Public speaking
- \* Teamwork
- \* Multi-tasking
- \* Problem solving
- \* Retail/etail Strategy

## EDUCATION

**UNIVERSITA' COMMERCIALE "LUIGI BOCCONI", Milan – Italy**  
Bachelor of Business Management (CLEA), in Marketing, marks 105/110

**LICEO SCIENTIFICO "M.G. AGNESI", Merate (LC) – Italy**  
General Certificate of Education (Scientific matters), marks 53/60

## LANGUAGES

**English:** fluent, both oral and written. TOEFL Certificate in Brighton (UK).  
**German:** quite good, oral and written. GrundKurs II 4<sup>th</sup> Business level @ The Deutsch Institut  
**Spanish:** scholastic and touristic  
**Bahasa Indonesia:** beginner  
**Italian:** native speaker

## CAREER SUMMARY

### Western Digital.

**Jan 2017 – today**  
**WESTERN DIGITAL**  
**Country Manager WD/SanDisk/GTech for Italy, Greece, Cyprus, Malta, Albania**  
Reporting to: Southern Europe Sales Director  
Direct report for: 5 people (3 Sales Managers + 2 Channel Marketing Managers)  
Direct responsibility on Sales, Pricing, Marketing, PR (annual turnover 72 mln \$)  
To drive and implement the business strategy in both B2C & B2B Channels in the region for all the Western Digital Brands.

- *Effectively consolidating turnover and market share, maximizing the MDF budget*
- *Finding and developing new businesses (B2B, Telco, Gaming, Video Surveillance)*
- *Maintaining a solid relationship with Retailers, Etailers, Distributors, Resellers*
- *Setting and delivering Quarterly Target, MBO, ROI and KPI metrics for the region*
- *Flawlessly planning product launches*
- *Working closely with media and journalists in order to increase the brand equity and the products awareness*
- *Contributing to the corporate strategy at EMEA level*



**Mar 2011 – Dec 2016**

**WESTERN DIGITAL**

**Country Manager WD for Italy, Israel, Greece, Cyprus, Malta**

Reporting to: Southern Europe Sales Director

Direct report for: 2 people (1 Sales Manager + 1 Channel Marketing Manager)

Direct responsibility on Sales, Pricing, Marketing, PR (annual turnover 55 mln \$)



**Nov 2008 – Feb 2011**

**WESTERN DIGITAL**

**Sales Manager Retail Branded Products for Italy**

Reporting to: Country Manager Italy

Managing and developing the whole Italian Retail Channel (annual turnover 40 mln \$)



**Jan 2006 - Nov 2008**

**CREATIVE LABS**

**Sales Account Manager Retail Channel Italy**

Reporting to: Country Manager Italy

Developing sales on all the Italian Retailers (annual turnover 40 mln €)



**Jan 2005 – Jan 2006**

**OREGON SCIENTIFIC**

**Sales Manager MP3, Sport and Fitness**

Reporting to: Country Manager Italy

Covering the Sporting channel (included gym and fitness centers) + Mass Merchandisers



**Feb 2003 – Dec 2004**

**PHILIPS ITALY CONSUMER ELECTRONICS**

**Business Manager Audio, Infotainment (Mp3 + Image), Portable Sport Audio Nike**

**Personal Expression Coordinator**

Managing all the Marketing tools and the P&L for all these product lines (turnover, mkt shares, profitability, availability, salesplan reliability)

**Jul 2000 – Jan 2003**

**PHILIPS ITALY CONSUMER ELECTRONICS**

**Key Account Manager**

Building from zero a brand new B2B portfolio (50 new customers, 7,5 mln € turnover) + improving the sales figures and the relationship in the existing retail arena.

#### **SPECIAL ACTIVITIES**

- *“Unleash the Power Within” training course with Anthony Robbins. (London, 2017)*
- *HRD Academy (Emotional Fitness, Leadership Seminar, Eagle, Power) training courses with Roberto Re (Milano, Bologna, Pesaro, Naples. 2015-2016)*
- *International Marketing II at the Philips Training Center (The Netherlands, 2004)*
- *“Philip Morris Marketing Award” competition: 1999 Milka project, 1998 Kraft project*
- *“Organizational behavior: cross-cultural and experiential approaches” (Bocconi Un. 1998)*
- *Literature course within the Initiatives “Sapere a tutto campo” (Bocconi Un. 1998)*

#### **HOBBIES**

Travelling and discovering new places, new people, new foods; Fantacalcio with a group of 8 friends since 14 years; Yoga; Reading; Studying Philosophy; Collecting stamps and coins.

#### **SPORTS**

Football, Golf, Tennis, Table Tennis, Ski, Running and keeping myself fit and healthy in a gym.

*Privacy disclosure: I hereby authorize the personal data processing, according to the EU Regulation 2016/679 (“GDPR”)*