

Cesare Masetti

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Date of birth: 18/03/1981



Profile

9+ years experience in FMCG with focus on Mass Retail and Business Management, looking for new experiences in Sales, Marketing, and General Business Management.

International, curious, adaptive, and self motivated, mixing strong analytical skills with the ability to build successful, durable relationships with partners.

Specialties: FMCG, business modeling, Mass Retail, branding, strategic marketing, customer relations, finance, sales analytics, negotiation, people management.

Work History

National Sales Manager, *from January 2017*

3M Italia srl, Consumer Business, Mass Retail Channel

Managing agreements with all National Buying Groups (Coop, Conad, Aicube, Carrefour, Auchan, Esselunga, Metro)

- ⇒ Directly managing 3 Area Sales SPV + 1 KAM, indirectly the field organization (16+)
- ⇒ Assessing and remodeling Sales Force and Way to Market
- ⇒ Categories: Nearly Food (Home Care), Non-Food (Stationary and DIY)

National Key Account Manager & Area Sales Supervisor, *December 2014 to December 2016*

3M Italia srl, Consumer Business, Mass Retail Channel

Assessing territory, customers and sales force to align proactively to a CRM based model. My goal is to revise sales force itself, including tasks and coverage model, while consolidating the strategic accounts.

- ⇒ Directly managing main National Accounts for all 3m consumer categories (Home Cleaning, Stationary, Home Improvement), including National Agreements negotiation
- ⇒ Responsive for Northern-center area, managing 9 sales reps.
- ⇒ Advanced customers segmentation aimed to re-asses terms & conditions negotiation

Brand Manager – Scotch-Brite® Brand, *April to August 2014*

3M Global HQ, St. Paul Minnesota (US), Home Care Global Business Unit

4 months extended business trip in Global Headquarters within the key international talent development program: held wide scope of projects, consumer insights, branding, marketing mix modeling, new products and channel/portfolio management, with a unique global perspective, with the goal to lead regional deployment.

Brand Manager – Scotch-Brite® Brand, *January 2012 to December 2014*

3M Italia srl, Consumer Business, Home Care Division

Main achievement: 3 years business plan to “restore the consumer cycle”, aligning tactics and investments to balance push with pull strategy and deliver profitable market share growth. (2014: 4x OI% on Sales, +2% € Share in a declining market, from 3% to 7% A&M investment, +3ps Total awareness).

- ⇒ P&L and Budgeting
- ⇒ Strategic Marketing planning and Marketing mix definition, ATL/BTL, web marketing, Co-Marketing
- ⇒ Competitive response evaluation, defining cross-channel pricing strategies
- ⇒ Penetration / coverage action planning, promotional effectiveness tactics
- ⇒ IRI data mining and modeling together with main KA pos data

Category Analyst & Trade Marketing, *September 2010 to January 2012*

3M Italia S.pa., Consumer Business, Home Improvement Division

The challenge was to quickly set-up and implement a highly internationally visible growth plan to reach a solid distribution multi-channel distribution with brand-new product platforms.

- ⇒ Responsive for Channel P&L and coverage path

- ⇒ Defined and implemented and accelerated growth plan for the main brands (Scotch® Tapes, Command™, Fitrete™, Scotch-Blue™, 3M Satefy)
- ⇒ Category Management process leader for Adeo Group, Carrefour, Esselunga, Coop Italia, Auchan, OBI)
- ⇒ Integrated Communication plan to support the acceleration

Product Manager - Scotch-Brite® Wipes and Floor Care, January 2008 to January 2010

3M Italia S.pa. , Consumer Business, Home Care Division

Part of Western Europe Home Care task force, representing the “Marketing piece” of the value chain.

- ⇒ 5 new product lines launched
- ⇒ New products range development across all the meaningful steps (R&D, concept + design, testing)
- ⇒ Clear fast-follower strategy, from 0% to 19% MS in highly competitive markets
- ⇒ New supply-chain definition towards a regional model

Qualitative Market Researcher, September 2007 to December 2007

Baba Consulting srl, Milan (Field Project for MiMec VII)

- ⇒ Making qualitative surveys and developing reports of the results (clients: Alfa Romeo, MTV, Guaber);
- ⇒ Completing desk analysis, market audits / analysis

Education

MiMeC VII – Master in Marketing & Communication, September 2006 to September 2007

Bocconi University, Milan

Master of Science in Semiotics, September 2000 to March 2006

Alma Mater Studiorum, Università degli Studi di Bologna , Faculty of Communication Sciences

Final Dissertation: “User Interface Semiotics in music production softwares: a model for user-experince semiotics” – Final grade: 104/110

High School Diploma, June 2000

Liceo Scientifico “G.R.Curbastro”, Lugo (RA)

Languages

Italian: mothertongue

English: proficient (spoken & written)

German: independent user (spoken & written)

Spanish: basic user (spoken and written)

Interests and activities: running , freediving, hiking, football, fine art photography, ethnography, cooking , video-making

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References available upon request. In accordance to Italian Law, D.Lgs. 196/03, I give my consent to the use of my personal data.