

Cristina Rebolini

Piacenza - Italy

+39 348 3120000 ▪ cristina.rebolini@gmail.com

Citizenship: Italian ▪ Date of Birth: February 10th, 1983

Professional Experience

ANGELINI BEAUTY - ITF S.p.A.

Milan/ Lodi, Italy

Jan 2014 – Present

International Sales Division

Export Area Manager Wholesale & Travel Retail / International Business Developer

Focus on European Countries.

Key responsibilities

- Business development in selective channel for luxury brands under licence.
- Achievement of sales and profitability targets for each market (P&L), definition of sales budget, forecasts, sales and marketing plans and development plans.
- Management and coordination of the sales network (Distributors, Duty Free operators, Department Stores), development of network through the identification of the correct product positioning.
- Identify new business opportunities and improve the brands positioning.
- Management of distribution agreements with direct responsibility in the definition of gross margin contribution and investment.
- Close collaboration and coordination of Customer Service to ensure optimal client relationship, management and high levels of field sales support as well as supervise orders, delivery, credit and logistic process.
- Management and coordination of any ATL, BTL and PR activities, in collaboration with trade marketing departments to build brand awareness, attract new customers, and foster loyalty in existing customers.
- Periodical market visits to the clients/distributors, participation at major exhibitions and international events/trade fairs (TFWA).

KEY FACTS:

- Directed wide sales team of 20 distributors/retailers/accounts in Selective perfumery/Travel Retail/ department stores.

MOLESKINE S.p.A.

Milan, Italy

Jan 2013 – Jan 2014

BtoC Wholesale Division

Export Area Manager Wholesale

Focus on EMEA Countries

Key responsibilities

- Achievement of sales targets for each market, definition of annual sales budget (and three years business plan) in accordance with the company strategy; settlement of goals and constant monitoring of results.
- Management and coordination of the sales network (distributors and top customers); development of wholesales network.
- Management of distributors contracts with direct responsibility in the definition of gross margin contribution.
- Analysis of specific needs of the followed markets, implementation of marketing initiatives and commercial offers following the negotiations with distributors and key clients.
- Coordination of customer service/logistic department in order to manage and supervise orders, delivery, credit and logistic process.
- Management of visual merchandising projects and activities with close collaboration with trade marketing/visual merchandising departments.
- Periodical visits to the clients/distributors to look over the market; organization and participation at major exhibitions and international events.
- Monitoring market trend and the sell-out, competitors' activities and changes in distribution.

KEY ACHIEVEMENTS

- Directed wide sales team of 13 EMEA distributors, in Bookstores/ Stationary/ Department stores/ Art and Gift distribution channels.
- Opened 2 new markets for distribution in first half of 2013.
- Worked closely with marketing department for the launch of a new product line (writing, traveling and reading collection).

VIBRAM S.p.A.

Milan, Italy
Nov 2010 – Dec 2012

Vibram Fivefingers Division

International Area Manager and Sales Coordinator

Sales coordination for Europe, South America, Middle East and Far East markets.

Key responsibilities

- Management of existing distributors and implementation of the business inside different channels.
- Monitoring of new business opportunity to develop the brand in new markets through new distributors.
- Management of new contacts and selection of new business opportunities.
- Development of customized business strategies for each client based on sales forecasts and investments policy. Periodical visits to the clients/distributors to look over the market.
- Support and management of each client in order to place orders and build the brand awareness inside the market.
- Sharing and transfer of product technical details and marketing/communication tools, related to each sales campaign to the customers.
- Coordination of customer service/logistic department in order to manage and supervise delivery, credit and logistic process.
- Management of visual merchandising and clinics projects with marketing department. Close collaboration with product development office in order to define and select the shoes collections.
- Sell-in and sell through analysis, competitors' analysis.

KEY ACHIEVEMENTS

- Directed wide sales team of 15 EMEA distributors and 5 APAC distributors, in multi-sport and fashion distribution channels. Coordination of sales in more than 32 countries.
- Opened 3 new markets for distribution.

Internship Experience

COTY ITALIA S.p.A.

Milan, Italy
Feb 2010 – Aug 2010

Coty Beauty Fragrances division

Junior Product manager (internship)

- Marketing Activities for Guess fragrances, Adidas fragrances and personal care, Playboy fragrances, Pierre Cardin fragrances, David Beckham fragrances brands.
- Market and competitors analysis, economic analysis of products, development and launch of new products, development of promotional tools, operational support to the marketing team, development of materials to support the sales force.

NESTLE' ITALIANA S.p.A.

Milan, Italy
Jun 2009 – Jan 2010

Business Unit Bakery products

Junior Product manager (internship)

- Marketing activities for Motta, Alemagna brands.
- Market and competitors analysis, economic analysis of products, development and launch of new products, operational support to the marketing team, development of communication activities, development of materials to support the sales force among which the development of sales order catalogue.
- Development of special project to revival Motta brand in Christmas 2009 period.

L'OREAL ITALIA S.p.A.

Milan, Italy
Jun 2008 – Dec 2008

Luxury products division

Trade Marketing assistant (internship)

- Trade marketing for Biotherm, Diesel fragrances, Cacharel fragrances, Guy Laroche fragrances brands.
- Development and implementation of trade marketing plans, creative development and management of in-store animations and communications, development of promotional and in-store materials to support the sales force, proposal of new ideas to improve brands visibility in the market, competitors' analysis.
- Development of special project: analysis and study of different variables related to the strengthening of the investment connected to the employment of shop assistant, in the launch of new products.

Education & Qualifications

UNIVERSITA' DEGLI STUDI DI PAVIA

Master degree in International Management (110/110 cum laude)

Pavia, Italy
Feb 2008

- Final dissertation: *“The relationship between internationalization and performance. An empirical analysis of Italian companies listed on the stock exchange”*

SAN FRANCISCO STATE UNIVERSITY (SFSU)

International Exchange program - J1 Student ▪ Business school, major in International Business

San Francisco, CA, USA
Aug – Dec 2006

- *Attended Courses and Grades:*
Marketing Management and Multi-National Operations (A) - Global Strategic Management (A)
International Human Resources Management (A) - Marketing Research (A)

UNIVERSITA' DEGLI STUDI DI PAVIA

Bachelor degree in Marketing Management and e-Business (110/110)

Pavia, Italy
Nov 2005

ISTITUTO TECNICO COMMERCIALE “M. Baratta”

Italian High School Graduation (specialization in accountancy and commerce) (100/100)

Voghera, Italy
Jun 2002

Other professional training course

Scuola di formazione AGSG Srl

Develop an assertive communication to generate an effective leadership

Milan, Italy
November 2018

Scuola di formazione Sciaky Europe Management Consulting Group

Negotiation process. Advanced techniques to manage successful negotiations

Turin, Italy
October 2018

Personal skills and competences

- Time and process management abilities
- Expert in negotiation with deep analytical skills
- Excellent relational skills, with a customer-oriented approach and problem solving attitude
- Entrepreneurial approach and the ability to work proactively using own initiatives
- High adaptability and flexibility in international contexts; open mind and dynamic person
- **Italian:** mother tongue; **English:** Fluent; **French:** Basic knowledge
- Good knowledge of Office suite
- Deep interest and passion for traveling, photography and music.

I am willing to travel and move to relocate within Italy and abroad.

I authorize the handling of my personal information, according to Italian Law 196/2003 and art. 13 GDPR 679/16.