



Lorenzo Stagnoli

Country Manager for MTM company

Italian, 7 years living in Milan, background in marketing and economics, passionate about classic menswear, sea and sail. In Lanieri.com I had the opportunity to grow in many areas and share the passion for menswear with other colleagues. I have always worked hard to achieve the targets and grow the company.

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📍 Milan, Italy

📅 20 February, 1991

🌐 linkedin.com/in/lorenzo-stagnoli-16694970

SKILLS

Project Management

Business Development

Made to Measure

E-Commerce

Retail

Customer Service

WORK EXPERIENCE

Country Manager

Lanieri.com

04/2015 – Present

The first Italian E-Commerce of made to measure suits where people can order their garments directly on the website www.lanieri.com or in our ateliers.

Milan

Business Development

- Launched 4 news showrooms (Milan, Rome, Turin, Bologne)
- KPY Analysis for decision makings process
- Organization of marketing events hosted in Lanieri showrooms to penetrate local markets
- Building and managing customer experience team in Lanieri
- Structured and implemented a customer care in store from scratch (designed and tested operational process from streamlining back-office daily task from excel files to established back-end process)

Business development/shop assistant

Alphaomega SRL

11/2013 – 02/2015

The first Italian agency of communication and project development for big company

Milan

Achievements/Tasks

- Shop assistant for Philip Morris for Iqos, a new product for smoking launched in the Italian market
- Business development in the Milan area for Iqos
- Market Survey

EDUCATION

Marketing and Communication

Iulm University / Milan

10/2011 – 11/2015

Milan

Courses

- Publics relations and marketing communication

Liceo Scientifico

Liceo Scientifico Giordano Bruno / Albenga (SV)

10/2007 – 06/2011

LANGUAGES

Italian ● ● ● ● ●

English ● ● ● ● ○

French ● ● ○ ○ ○

INTERESTS

menswear

Suit

sail

surf