

## CURRICULUM VITAE



### Personal information

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Date of Birth 13/12/1971  
Nationality Italian

### Working Experience

Sept. 1993- Sept.1995 SALES AGENT at GIBAM SRL  
FANO (PU) Italy  
SHOP FURNITURE PRODUCER

My activity was to find in the province of Pesaro/Urbino and Ancona, potential customers eventually interested in furnishing or refurnishing their commercial surface, either FOOD or NO FOOD. Once the contact was made, I had to introduce the company products to try to create an interest in order to move forward with the possible bargaining. Once I got the interest, the second phase of my job was to support the company designers to design a proper lay-out in line with the needs of the customers. Once the projecting was finished together with the accounting department I had to prepare the offer and the final phase was to sell to the customer the furniture and eventual accessories products such as structural works (false ceiling, lighting, etc...)

Sept. 1995 – Apr. 2002 AREA EXPORT MANAGER at BERLONI SPA  
PESARO (PU) Italy  
MODULAR KITCHEN FURNITURE PRODUCER

Reporting directly to the owner and to the export manager, I was responsible to develop new international markets.  
Once I got the contact with a new potential agent or distributor or dealer my task was to develop the contact in order to achieve a collaboration. When the collaboration was started I took care about the start up phase,

studying and organizing sales and marketing strategies in order to enter the market in the correct way.

When the start up phase was over, I handed over the customer to other Area Manager colleagues of mine and I moved to new markets and new partners. During the start up phase my task was also the education technical and commercial of the agents and sales people.

May 2002 – June 2003

EXPORT MANAGER at MERCANTINI MOBILI SPA  
PIANDIMELETO (PU) Italy  
HOME FURNITURE PRODUCER

Reporting directly to the owner and to the managing director, I was responsible to manage the export department during its daily activities, supervising the technical office during the orders checking and formatting and the commercial back office during the daily contact with the customers worldwide

My task was also to manage commercially the company's foreign markets interfacing the agents, distributors and dealers; studying the sales and marketing strategies for each single market.

June 2003 – October 2018

MANAGING DIRECTOR SALES DIRECTOR ITALY-FOREIGN  
MARKETS at ENNE UNIPERSONALE SRL  
MONTECALVO IN FOGLIA (PU) Italy  
AGENCY ORGANIZATION ON ITALIAN AND INTERNATIONAL  
MARKETS

The company activity is to promote, to represent and to sell in Italy and in the foreign markets different brands of medium/high end modular kitchens furniture and home furniture.

Starting from 2007 the company has created its own collection of high end modular kitchen furniture totally handcrafted in Italy and mainly sold in the international markets.

The company also represents other products such as home accessories, hardware, software always B2B in Italy and in the international markets. My task was to supervise and follow the production most of the time going physically in the production department. I was also responsible to plan and to organize the production phases and to make the first selection of the suppliers. I was also responsible to follow the company commercially, supervising the agents or distribution networks.

Nov. 2018 up to now

EXPORT MANAGER at XANITALIA PRO SRL PESARO (PU)  
ITALIA  
TRADING COMPANY FOR HAIR DRESSER AND BEAUTY  
SALON – FURNITURE, ELECTRICAL WORKING TOOLS,  
PRODUCTS -

Reporting directly to the owner-ship, I am responsible for the setting up and the managing of the export department, that before my arrival was present in the company.

Despite XANITALIA PRO is a branch of XANITALIA world wide leader for depilatory wax, there was not any commercial organization ready either in house that on the markets.

The active customers were exclusively the ones passed by the mother company.

My task is to build the commercial structure in the markets, going directly on the field, looking for new customers through scouting activities and trying to get information to shape the company for the markets needs; in the meantime, I have to find agents in order to contact them, evaluate them and put them in activity.

My other task is to organize inside the company a commercial structure ready to answer to the market demands rapidly and efficiently.

## Education

1985 – 1990	Diploma in tourism activities at IPAS National Institute of Business and accounting for tourism. My education is related to the managing of touristic activities such as hotels, residences, etc....diploma voting 52 on 60 best voting of the institute for the year 1990
2009 – 2012	Degree in business administration at ECAMPUS UNIVERSITY ONLINE voting 100 on 110
2013 – 2015	MBA at MIB International business school of Trieste

## Skills

LibreOffice  
Microsoft office  
CAD 2d  
AS 400  
TREND  
GOLDEN LAKE  
WINNER GRAPHIC 3D  
B2B strategies  
B2C strategies  
Sales force managing  
Business time frame managing

## Languages

Italian	Mother tongue
English	Level C2
French	Level C2
Spanish	Level B1