

Elena Luzzi

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Professional Experience

Prada • Retail Operations Manager, HQ •

Milan, Italy • 2018-current

Responsible for overseeing Retail Operations on worldwide level, functionally managing remote Retail Operations Managers to ensure that financial results are met and that retail operations are followed through according to company standards.

- Project management for new company initiatives, ensuring efficient implementation at retail level
- Individuate benchmarks of excellence (internal or external) in an effort to continuously update Prada Retail Operations, actively developing new retail strategies and tools to roll out on worldwide level
- Direct management of retail areas needing immediate retail operations turnaround

Prada • Retail Operations Manager, North East

New York, US • 2016-2018

Responsible for Retail Operations for the 11 free standing Northeast Prada locations (free standing and concession). through effective collaboration and partnering with Visual Merchandising, Training, Marketing, HR, Finance, and Retail Buying Team.

- Managed the business by working closely with store managers, effectively using sales reports, assessing results, and developing specific actions directly related to business development and growth, consistently across all stores
- Recruited, hired, and trained Management and Staff and supported the organization's ability to attract, develop and retain top talent
- Coordinated and organized new store openings, Pop-Up's, and events within department stores

Max Mara • Northeast Regional Manager

New York, US • 2014-2016

Responsible for the six free standing Northeast Max Mara stores including Madison Avenue Flagship.

- Lead the full line retail business through effective collaboration and partnering across all company departments
- Managed the business by working closely with store managers, effectively using sales reports, assessing results, and developing specific actions directly related to business development and growth, consistently across all stores

Max Mara • Franchisee Manager Americas

New York, US • 2012-2014

Responsible for the distribution of free standing MaxMara franchisee stores in the US and Canada, Mexico, and South America.

- Activities: Pre-Market performance analysis, sell-in strategies and planning, directly responsible for conducting showroom sales to all franchisee accounts, and provided all in season support for all accounts ensuring maximum effectiveness of sales and service goals in partnership with Franchisees

Max Mara • International Boutique Supervisor

Reggio Emilia, Italy • 2008-2012

Responsible for supervising franchise Max Mara boutiques in international markets by ensuring standards met corporate directives and Franchise Agreements were being met from a Retail perspective

Education

Polimoda International Institute of Fashion Design and Marketing

Florence, Italy • 2005-2008

- Bachelor of Marketing
- Specialization in Fashion Industry and Textiles

Languages: English and Italian Native Speaker, Scholastic Knowledge of French

Citizenship: Canadian / Italian