

**Address:**18, Wavendon Avenue
W4 4NR - London**Date of Birth:** 26.08.1971miclanotte@gmail.commichele.lanotte@pmi.com<https://www.linkedin.com/in/michele-la-notte-5b67b/>[hele-la-notte-5b67b/](https://www.linkedin.com/in/michele-la-notte-5b67b/)**SUMMARY AND EXPERTISES**

- 15+ years of managerial experience in Sales, Marketing, Strategy, Business Development, Planning and Intelligence both in B2B and B2C segments working for multinational companies in Consumer Goods and Automotive industries.
- Comfortable in engaging and influencing senior level leaders and peers while dealing with ambiguity
- Designing of Go to Market strategies, Commercial Planning and Business Intelligence processes
- Leading team with P&L responsibility
- Leading cross-functional extended teams to implement programs or initiatives as well as drive accountability and results.
- Designing and deployment of retail strategy (Pirelli: Driver Centers, Key Points; Goodyear Dunlop: Truck Force; Philip Morris: IQOS Embassies, IQOS Boutique, IQOS Stores)
- Strong background in trade marketing, pricing, business development and in dealing with complex negotiations (retailers, wholesalers, Key Accounts)
- Sales Force Organization effectiveness and productivity
- People Management and Development, Coaching
- Key Competences: leadership, strategic thinking, drive for results, agility, entrepreneurship, collaboration, dealing with ambiguity

**PHILIP MORRIS INTERNATIONAL***January 2011/ present***Manager Deployment Strategy – Intelligence and Planning (IQOS)****London***Current Position*

Main responsibilities:

- Planning:
 - Contribute to the definition of deployment strategy and targets across the consumer journey and channels with focus on Pricing, Product Portfolio, KPI definition and new business opportunities
 - Lead monthly and quarterly Planning and Business Reviews. Communicate performance, highlight accomplishments and identify challenges for the business to facilitate appropriate management decision-making and course correction if necessary.
 - Establish close working relationships with the functional leaders and proactively assist individual in leading the business. Facilitate close communications and decision-making across the team
 - Ensure that Commercial Planning Process fits into the wider Integrated Business Planning Process with clear alignment among functions – sales, marketing, digital and finance.
 - Develop deep understanding of what drives growth and efficiency for the business; formulate strategies for solving key business problems and uncover insights which help drive the growth of the company. Partner with leadership team to translate insights into action
- Intelligence
 - Define key performance metrics, ensure that main KPIs are monitored, design dashboard and analysis to assess performance and effectiveness of commercial initiatives, identify trends and opportunities in the market
 - Build solid collaboration with Deployment Managers in order to track relevant metrics and KPIs, ensure timely and accurate data collection, provide tools and reporting system to monitor and drive performances of their team
 - Translate analytical insights into actionable recommendations for the business and process improvement
 - Prepare and consolidate accurate weekly / monthly / quarterly performance reporting for leadership team
 - Identify and continuously assess main source of data, design and develop commercial intelligence platform
- Lead and develop a team of talented Managers and Executives
- Leading cross-functional extended teams to implement programs or initiatives as well as drive accountability and results

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Manager Strategy & Intelligence Reduced Risk Products (IQOS)	Rome	<i>05.2015 – 08.2017</i>
<p>Main responsibilities:</p> <ul style="list-style-type: none"> - Design of go to market strategy (including organization structure, consumer experience, distribution, digital ...) - Development of retail strategy including "IQOS Flagship stores" concept: Rome, Milan, Turin, Modena, Bologna, Catania, Madonna di Campiglio - Lead commercial planning process; assess and fine-tune sales & marketing plans by coordinating all head of functions in a matrix organization. Define business assumptions and budget allocation criteria - Business intelligence and KPIs systems; leverage data, consumer researches and market trends to help catalyze consumer-centric initiatives across the organization - Project management to ensure coordination and execution among different functions involved (Lean Start Up Approach) highlighting priorities / providing advice on potential issues, bottlenecks and key learnings - Consolidate management reports (CEO, Management Team) on commercial initiatives including analysis and explanation of major variances as well as related action plans. - Spokesperson in international meetings and market visits to C-level executives - Liaison w/PM International RRP Department 		
Sales Manager North West Italy (Area Nielsen 1)	Milan	<i>01.2011 – 04.2015</i>
<p>Main responsibilities:</p> <ul style="list-style-type: none"> - P&L responsibility for Region 1 (North West Part of Italy; > 100 mln € net trn; >9.000 retailers) - Define strategy, sales plans and targets for the Region - Lead Sales Force of the Region (47 people among District Managers and Sales Reps) - Improve efficiency and effectiveness in Sales Force daily activities. - Develop retail strategy, trade programs, performance monitoring, competitive intelligence, exploit new business opportunities - Sales Leader for Reduce Risk Products Team set up for worldwide pilot test and launch in Milan - Maintain and develop relationship with local Government Organizations and Institutions 		
GOODYEAR DUNLOP TIRES ITALIA S.P.A. <i>January 2006 – December 2010</i>		
Marketing & Fleet Manager – BU Commercial Vehicles	Milan	<i>07.2009 – 12.2010</i>
<p>Main responsibilities:</p> <ul style="list-style-type: none"> - Lead marketing department in designing, executing and assessing effective marketing strategies and plans for product launches, pricing, channels, advertising, promotion, merchandising and forecasting - Monitor and analyze market trends and competitor programs; implement new plans to meet marketplace demands and business needs and exploit new business opportunities - Create and structure contacts with "End-Users" testimonials in order to monitor and analyze product performances vs competitors, develop new product/service concepts (fleetonlinesolution.com) - Develop retail network strategy and dedicated trade programs (Truck Force Network) - Sales process review and implementation of KPIs system to increase sales force efficiency 		
Fleet Sales Manager – BU Commercial Vehicles	Milan	<i>10.2006 – 06.2009</i>
<p>Responsible for the start-up and development of fleet business (from 0 to 20% of total sales) including:</p> <ul style="list-style-type: none"> - P&L responsibility - Commercial Strategy Definition (Sales, Pricing, Retail, Services) - Development and deployment of new customer acquisition program (tires, services and outsourcing solutions) - Develop, in cooperation with EU Fleet Mgmt, international services for transportation companies (Road Assistance, Tires maintenance programs ...) - Sales Team Management (10 Key Account Managers) 		
Marketing Manager – BU Commercial Vehicles	Milan	<i>01.2006 – 10.2006</i>
<p>Main responsibilities:</p> <ul style="list-style-type: none"> - Re-organize marketing department with strong focus on pricing, channel and product management - Develop marketing plan for Italy ensuring its alignment with European Marketing Strategies and plans - Sales campaigns structure and implementation - Develop independent retail chain (Truck Force) 		

CURRICULUM VITAE



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PIRELLI TYRE S.P.A.		July 2000 - January 2006
Sales & Markets Development Manager BU Consumer	Milan	<u>11.2005 – 01.2006</u>
International Sales & Market Development Manager for the Business Unit Motorsport. Development and implementation of business plans per country/region. Sales Management and re-organization of the international sales team (10 KAM)		
Marketing and Operations Manager Nordic BU Consumer	Stockholm (SE)	<u>11.2003 – 11.2005</u>
Expatriate mission at Pirelli Tyre Nordic AB (Sweden, Norway, Denmark, Finland, Iceland). Main responsibilities: - Re-build for each country the distribution model and the Pirelli positioning in the different channels/market segments (wholesalers, retail networks, car dealers, Independent dealers) - Business plan for each country (sales, pricing, marketing, supply chain) - Re-organize marketing (pricing, trade marketing, customer service) and supply chain department (12 people)		
Trade Marketing Manager Italy – BU Consumer	Milan	<u>01.2002 – 10.2003</u>
Main responsibilities: - Developing retail projects (Driver Center, Key Point, R6) and managing the positioning of the related brands - Managing marketing and communication initiatives for both trade and consumers - Managing promotions, direct marketing initiatives, merchandising and information material - Organizing events such as: product launches, conventions, incentive trips, trade exhibitions - Managing Racing Dept.: sales, relationships with racing teams and drivers, sponsorships - Handling relationships with PR and communication agencies, corporate associations - Leading a team of 7 people		
Trade Marketing Manager "Driver Center Network" – BU Consumer	Milan	<u>07.2000 – 12.2001</u>
- Managing marketing and communication initiatives related to the Driver Center Network, a Pirelli chain of independent dealers consisting of 300 POS with the goal of increasing Pirelli share of business, recruiting new members and increase the brand awareness at consumer level - Third Parties agreements for supply of accessories and other categories to widen the offer of services and products of each retail store; define royalties schemes based on turnover developed - Preparation of the spin off of "Driver Italia S.p.a"		
OTHER PROFESSIONAL EXPERIENCES		July 1995 – July 2000
◆ 05/1999-07/2000:	BANKSIEL SPA (current ALMAVIVA GROUP), Consultant	
◆ 01/1999-04/1999:	ARCA S.g.r., Accountant on investment funds	
◆ 11/1998-01/1999:	UFB Leasing Italia S.p.A., Credit Analyst	
◆ 04/1998-11/1998:	Banca di Legnano S.p.A., Customer Consultant	
◆ 07/1995-03/1998:	Italian National Police Dept., Police officer, Milan	

EDUCATION

- ◆ October 1997 Degree in Business Administration - **110/110**, Università Cattolica del Sacro Cuore – Milan

MAIN TRAINING COURSES

- ◆ PM International "International Academy on digital strategy for PM Managers", Oct 2016 – Feb 2017, "Leadership program", Oct 2013 - "CoRe Accelerated Program", Nov 2012 - "Advance Managerial Skills", June 2011
- ◆ Coach U Italia "Corporate Coaching Program", June 2010 – Jan 2011
- ◆ Goodyear Dunlop "Manager as a coach", Apr 2010 – Nov 2010
- ◆ SDA BOCCONI-CFMT "Starting: young executive program", Jan-June 2009
- ◆ Pirelli S.p.a. "Managing your growing complexity", 06/2003 - "Understanding business complexity", 01/2002

LANGUAGE SKILLS

- ◆ Italian: Mother tongue
- ◆ English: Fluent

TECHNICAL SKILLS

MS Office Suite

✈✈✈ Available to international mobility

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document

Michele La Notte