



## SKILLS

- Strategic planning
- New Product Development
- Business development
- Commercial operations
- Project management
- Financing
- Operational management
- Team Building and Training
- Luxury Apparel
- Sportswear Apparel and Footwear Category

## EDUCATION

- *Stage commercial/marketing area*  
GFT S.p.A.
- Laurea in **Economia e Commercio**, Facoltà di Torino.  
*105/110 con menzione*
- ERASMUS Project – *Tübingen University*, Germania
- Maturità scientifica

## LANGUAGES

- English
- German
- French (school level)

### Basic Net Spa – Torino

#### **Chief Executive Officer *Superga Worldwide***

*Jan 2018 - ongoing*

Direction and coordination of Design and Product Development, Operations, Sales, Marketing and Finance. Developing and implementing effective business and marketing plans to enhance the Brand and drive growth in the market. Acting with the Licensees of the Brand worldwide for maximizing & executing the global brand's strategic choices, marketplace positioning, communication plans across all Distribution channels

#### BRAND BUSINESS MANAGEMENT

##### **Product Management**

- Direct and coordinate Designers and Product Managers on assortment management
- Settle Product Development and Production timelines
- Manage the external relations with Collaborations Partners (Co-Brandings)

##### **Business Analysis**

- Lead brand business updates to Board Management
- Investigate brand & competitive trends/results and identify commercial opportunities, sustainable strategies & actionable plans to improve sales & grow market share
- Partner with cross functional teams to ensure effective business delivery for the brand

##### **Licensees and Distribution Management**

- Segment distribution to develop customized commercial programs that maximize ROI & brand visibility
- Partner with Licensees to develop distribution strategies by Channel of Trade in line with global strategies
- Identify opportunities to grow door productivity, develop and customize global tools to help with customer sell in

##### **Brand Sales Forecasting & Monitoring**

- Setting, monitoring and reviewing Annual brand targets
- Lead monthly forecast review by brand & Identify gaps & opportunities
- Develop plans to ensure that top line sales goals and bottom line profit goals are met

##### **Marketing**

- Settle and Drive Marketing strategies and brand visibility in coordination with the Marketing Vice President of the Company

##### **Operations**

- Settle and Drive Supply Chain strategies and Standards in coordination with the COO Vice president of the Company
- Deal with Sourcing Partners (worldwide) at strategic level to share Brand strategies to ensure compliance with Brand Standard

• **Head of Sales and Production *Superga Worldwide*** *Oct 2016 – Dec 2017*

• **Head of Sales and Production *Robe di Kappa*** *Oct 2013 – Sept 2016*

• **Head of Product Apparel & Footwear – *Samples Dept*** *Jan 2005 – Sept 2012*

### Fila Sport SpA – Biella

• ***Ferrari Project Leader*** *Oct 2002 – Dec 2004*

• **Marketing Manager - *Progetto Ferrari*** *May 2002 – Sept 2002*

• **Marketing Manager - *Fila Lifestyle Apparel*** *Nov 2001– May 2002*

### Gruppo Finanziario Tessile SpA – Torino

• **Marketing & Advertising manager - *Calvin Klein*** *May 2001 – Oct 2001*

• **Trade marketing manager – *Antonio Fusco*** *Sept 1998– Apr2001*

### Istituto Bancario San Paolo di Torino S.p.A. - Monaco di Baviera, Germania

• **Corporate banking - Marketing Area** *Jan 1998– Aug 1998*