

INFORMAZIONI PERSONALI

Nome FELLEGARA MARCO
E-mail

Nazionalità ITALIANA
Data di nascita 09/09/1988

ESPERIENZA LAVORATIVA

Da Giugno 2019 ad oggi
LVMH ITALIA S.P.A.
RETAIL SUPERVISOR – PARFUMS CHRISTIAN DIOR
Reporting to Sell-out Manager, in alignment with the Brand strategy, in charge of:

- Definition, analyse and controll main performance KPIs
- Development and evaluation of the sell-out force performance
- Support for the scouting and recruiting of new resources
- Support for the presentation of the new products for sale

Da Dicembre 2017 a Giugno 2019
MANIFATTURE DEL NORD S.R.L. UNIPERSONALE
AREA MANAGER

In charge of retail and wholesale distribution for the brand Pennyblack in the Italian market.

- Budgeting and targeting
- Monitor and analyse selling campaigns, controlling main performance KPIs
- Monitor and support sales representatives, manage the negotiation with key account customers, searching new business opportunities.
- In alignment with the Group omnichannel strategy, implementation of a tool to be applied within the Retail and Wholesale Channels.

Da Marco 2013 a Novembre 2017
LOTTO SPORT ITALIA S.P.A.
AREA MANAGER ITALIA & PROJECT COORDINATOR

- Developing new domestic market strategies, in agreement with Sales Director
- Define, supervise and implement business plan (3 yrs) for the relaunch of the specific business; (Results: +96% turnover in 2 years; +42% of Customers in 2 years)
- As a "Team Leader" of the Project: definition of the new market/customer segmentation, definition of the new collection's structure
- Budgeting, targeting, collection forecasting, managing the free of charge budget for co-sponsorship agreements
- Defining sales conditions, monitor and analyse selling campaigns, controlling main performance KPIs, monitor and support sales representatives, managing the most important Customers and Teams for Lotto in the Italian Market.

ISTRUZIONE E FORMAZIONE

IL SOLE 24 ORE BUSINESS SCHOOL
SALES MANAGEMENT
EXECUTIVE MASTER
*PLANNING • BUDGETING • NEGOTIATION • ORGANIZATION • SALES FORCE
MANAGEMENT OMNICHANNEL & RETAIL MANAGEMENT • DIGITAL TOOLS •
LEADERSHIP & MOTIVATION*

UNIVERSITA' CA' FOSCARI – VENEZIA
ECONOMIA E COMMERCIO
LAUREA TRIENNALE

MADRELINGUA **ITALIANA**

ALTRE LINGUE

INGLESE
BUONO
BUONO
BUONO

- Capacità di lettura
- Capacità di scrittura
- Capacità di espressione orale

CAPACITÀ E COMPETENZE
TECNICHE

PACCHETTO OFFICE
STRUMENTI DI ANALISI QUALI-QUANTITATIVA PER IL MONITORAGGIO DELLE PRESTAZIONI D'AZIENDA

ALTRE CAPACITÀ E COMPETENZE

F.I.G.C.
UEFA B

PATENTE O PATENTI

B

Firma