

ANNALISA CECCHINI

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EXPERIENCE

- 2020
2018
- COUNTRY MANAGER - ITALY**
at Biocare Europe Srl
part of FUJIFILM Irvine Scientific
IVF, In Vitro Fertilization – **Healthcare market**
|| Managing a team of **4 Territory Managers** ||
Focus on strategies and daily activities, giving drive to the sales force, taking into account each people personality || **Sharing knowledge** and **standardizing processes** || Developing operational plans to achieve targets and ensure profitability || Managing marketing budget, monitoring performances, giving monthly reports.
- 2018
2014
- TERRITORY MANAGER - NORTHERN ITALY**
at Biocare Europe Srl
part of FUJIFILM Irvine Scientific
IVF, In Vitro Fertilization – **Healthcare market**
|| Sole responsibility for 80 customers (public hospitals / private clinics) || Creating **trusting and open relationships** with clients, supporting them about products (technical issues, regulatory) and prices (customized price lists, contracts, bundling, tenders) || **Analysis of sell-out data and market shares**, giving monthly reports || Traveling 70%.
- 2013
2011
- KEY ACCOUNT MANAGER**
at Reckitt Benckiser Spa
FMCG, Fast-moving consumer goods market – Household and personal care || Management of assortment, pricing, placement and promotion on international and national FMCG's distributors || **Sales forecast by sell-in/out analysis**.
- 2011
2011
- ASSISTANT BRAND MANAGER**
at Reckitt Benckiser Spa
FMCG, Fast-moving consumer goods market – Household and personal care || Analysis of sell-out data, market shares, **competitive analysis** || Managing artworks, focusing on digital content and official website.
- 2011
2010
- ASSISTANT INNOVATION BRAND MANAGER**
at Lactalis Nestlé
Development and **launch of new products**.

ABOUT ME

IT Project Manager, Web Developer, with 10+ years experience in **Sales**, and solid **Marketing** background. In 2020, I turned 360° my life to upgrade my professional skills, and follow my passion in **Full Stack Web Development**. I am **100% hardworking, curious, and I really love learning and sharing knowledge**.

EDUCATION

- 2021
2020
- PROFESSIONAL COURSE IN FULL STACK WEB DEVELOPER**
at Boolean Careers
- 2010
2008
- MASTER'S DEGREE IN MARKETING MANAGEMENT**
at Luigi Bocconi University (Milan, Italy)
- 2009
- INTERNATIONAL EXCHANGE IN MANAGEMENT**
at HEC Montréal (Montréal, Canada)
- 2008
2005
- BACHELOR'S DEGREE IN MARKETING MANAGEMENT**
at Ca' Foscari University (Venice, Italy)
- 2007
- ERASMUS IN SALES & MANAGEMENT**
at IAE Savoie University (Annecy, France)

IT



LANGUAGES

English ●●●●○
French ●●●●○
Italian ●●●●●

HOBBIES

Roller skating, trekking and all outdoor activities. Photography and travel, as backpacker, all around the world.