



## Paolo Posa

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### Country Manager

★ A result-oriented professional with a positive demeanour and strong work ethic

Qualified and competent professional with sten years of diverse experiences in different professional domain. Well versed in generating revenue by developing market potential through forecasting, leading generation, qualification, and closing sales. Highly energetic, motivated, self-starter, recognized as a proactive trouble-shooter who can rapidly identify problems, formulate tactical plans, initiate change and implement effective programs in challenging and diverse environments.

### Areas of Expertise

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|--|---|--|
| <ul style="list-style-type: none"><li>◆ Selling and Closing</li><li>◆ Business Investment Opportunities</li><li>◆ Channel Marketing Programs</li><li>◆ Independent Decision-Making</li><li>◆ Client Need Assessment</li><li>◆ Competitor analysis</li><li>◆ Market Intelligence</li><li>◆ Record Maintenance</li><li>◆ Negotiations/ Liaisons &amp; Networking</li></ul> | <ul style="list-style-type: none"><li>◆ Competitor Analysis</li><li>◆ Time Management</li><li>◆ Product / Brand Management</li><li>◆ Complex Contracts Negotiation Skills</li><li>◆ Market Analysis</li><li>◆ Client Servicing</li><li>◆ Personnel Management</li><li>◆ Sales Presentation Skills</li><li>◆ Market Analysis/ Research</li></ul> | <ul style="list-style-type: none"><li>◆ Market Intelligence</li><li>◆ Inventory management</li><li>◆ Retail Shop Management</li><li>◆ Multi Tasking Ability</li><li>◆ Delivery Oriented</li><li>◆ Target Oriented</li><li>◆ Scuba Diving</li><li>◆ Account Management</li><li>◆ Co-ordination Skills</li></ul> |
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### Professional Competencies

- ◆ Experience in identifying and implementing communication strategies, such as advertising campaigns, to attract customers.
- ◆ Adept at organizing and analyzing market research and surveys and generating reports on products, services, consumers and sales.
- ◆ Experience in planning and administering the firms marketing operations budget.
- ◆ Execute events, conferences, trade shows and meetings to promote the company and its products.
- ◆ Good knowledge in developing, implementing, modifying, and recordkeeping systems, making use of current computer technology.
- ◆ Ability to exceed defined team objectives contributing creative inputs and establishes credibility as a dependable performer.

### Career Snapshots

#### Country Manager

Eumeli Luxury Real Estate

March 2023 -

#### Published Author

"Destini"

October 2022

#### Generali Italia SPA

Specialist high profile clients

July 2019 – December 2022

#### Marketing freelance

Account product placement cinema industry

June 2016 – June 2019

#### Film Producer

"Effetti In-Desiderati" italian commedy

October 2015 – June 2016

#### Businessman

Drinkood s.r.l. – beverage import and national sales (Horeca,GDO)

March 2015

#### Senior Account Manager

One to One Italia SRL, Milano. Major clients: Branca, Pepsi.

September 2013 – September 2015

June 2011 – June 2013

<b>Marketing/Operative Manager</b> One to One Italia SRL, Milano. Major clients: Campari, J.Daniel's, Sky tv.	<b>March 2007 – June 2011</b>
<b>Security Manager</b> Milano FIERA Rho-Pero	<b>January 2007 – October 2007</b>
<b>Room Manager</b> "Serafina restaurant" (Madison Ave.N.Y.C.-U.S.A.)	<b>October 2003 – February 2004</b>
<b>Security Manager Coordinator</b> music concerts Stadio di San Siro and Milano Forum	<b>March 2002 – November 2008</b>
<b>Merchanteinment – Cultural Ambassador</b> DisneyWorld, Orlando, Florida	<b>July 2002 – May 2003</b>
<b>Manager/ P.A.D.I. Instructor</b> Scuba Diving School "Sub World"- Milano	<b>September 1998 – June 2006</b>

#### Abroad Experiences:

<b>Shops Manager and cultural ambassador</b> DisneyWorld	<b>July 2002 – May 2003</b>
<b>Room Manager</b> "Serafina restaurant" (Madison Ave.N.Y.C.-U.S.A.)	<b>Oct 2003 – Feb 2004</b>

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#### **Educational Qualifications**

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<b>Bachalor in Modern History</b> "Università degli Studi di Milano"	<b>Oct 1999 – Jun 2006</b>
<b>High School – Senior Year 12<sup>th</sup> grade</b> One year in N.C. for Studies	<b>Jul 1996 – Jun 1997</b>
<b>High School Degree in Scientific Studies</b> "E.Majorana" - Rho.	<b>Sep 1993 – Jul 1998</b>
<b>High School Degree</b> C.C.H.S., North Carolina, U.S.A.	<b>Jul 1996 – Jun 1997</b>

2004/05 One year in Leon – Spain for University Studies (Erasmus Project)

#### **Professional Affiliations:**

- ✓ License of Scuba Diving Instructor, P.A.D.I., 2006
- ✓ E.C.D.L (Europen license of computer), 2004
- ✓ Barman Certificate AYBES, 2000

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#### **Personal Details**

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Date of Birth	:	9 <sup>th</sup> November, 1979
Gender	:	Male
Nationality	:	Italian
Marital Status	:	Single
Language	:	Italian, English & Spanish (fluent)
Driving License	:	B, A, KB (taxi) and nautical

I Autorize the using of the informations in my C.V. based on (Italian Privacy Law- D-Lgs 675/96)

*References available on request*