

CURRICULUM VITAE

STEFANO FREGONESE

Address: Via Giuseppe Verdi 116/2, 31046 Oderzo (TV)

E-mail: fregoste@gmail.com

Mobile phone: +393470000163

linkedin.com/in/stefano-fregonese

PROFESSIONAL EXPERIENCES

Export Area Manager, illycaffè S.p.A., Trieste

Ago. '21 – Current

- Responsible for the brand development in Middle East and Indian sub-continent (15+ mln Eur revenues).
- Main duties include distribution agreement negotiation, commercial and marketing plan drafting and definition of the trade terms with the local partners.
- Monitoring performance KPI (sell-in, depletions, ROI, margins).
- Market visiting and participating in local fairs and trade events.
- Coordinating local implementation of trade marketing activities planned.
- Market scouting and assessment to identify the optimal partner for each channel/country in the region.

International Key Account Manager, illycaffè S.p.A., Trieste

Nov. '17 – Ago. '20

- Cultivated and managed productive relationships with significant international customers, largely drawn from the HoReCa and Duty Free & Travel Retail channels.
- Deployed new global supply agreements to bolster business opportunities with strategic partners defining pricing, rebates and contributions with key account headquarters.
- Charted a successful course for tender management, as well as request for proposals and bidding process.
- Boosted brand awareness by developing targeted marketing activities and monitoring local implementation, including new product launches and events organization, in support of the distribution network.

International Key Account Department Analyst, illycaffè S.p.A., Trieste

May '17 – Nov. '17

- Pinpointed illy product trends across more than 140 countries by conducting adept sales and pricing analysis and generating periodical sales reports regarding the main business activities of the Export Department.
- Spearheaded identification of business development opportunities by managing customer databases.

EDUCATION

Master in International Marketing of Wine Business – MIV

Sep. '23 – Apr. '24

IED Firenze / Winejob

- *Key topics:* Markets analysis, business partners scouting, marketing plan drafting, promotional plan, pricing strategies, distribution models and logistics.

Executive Program in Export Management

Oct. '23 – Jan. '24

Ca' Foscari Challenge School / SACE

- *Key topics:* Business plan definition, technologies for Export Management, geopolitical issues

Master degree in Business Sciences

Sep. '14 – Mar. '17

Università degli Studi di Trieste

- *Dissertation:* Behavioural Finance and the irrational investor.
- *Key topics:* Corporate finance, International business, Corporate strategies, Organizational behaviour and human resources management, Corporate Law.

Bachelor degree in Economics, international trade and financial markets

Sep. '09 – Jul. '14

Università degli Studi di Trieste

- *Dissertation:* The role of credit rating agencies in the last financial crisis.
- *Key academic courses:* Accounting, International marketing, Statistics, Microeconomics, Macroeconomics

TECNICAL PROFICIENCIES

<i>Languages</i>	Italian:	Mother tongue
	English:	Fluent
	French:	Intermediate
	Spanish:	Basic
<i>IT</i>	<p>Excellent use of Microsoft Office tools (<i>Word, Power Point, Excel, Outlook</i>).</p> <p>Good use of ERP/CRM software (<i>JD Edwards, Business Object</i>).</p> <p>Basic knowledge of <i>R, Matlab e Python</i>.</p>	

CORE COMPETENCIES

<i>Hard & soft skills</i>	Cross-functional collaboration	Data analysis	Analytics report generation
	Relationship building	Business development	Strategic Planning
	Problem solving	Project coordination	Time management

PROFESSIONAL DEVELOPMENT

Other working experiences During my university years, I worked for several summers in a wine cooperative as a cellar hand performing a variety of tasks, from processing to customer care while arranging and coordinating small work groups.

Other learning experiences In July 2017, I represented the University of Trieste at *2017 X-Culture Symposium* in Miami presenting a marketing project sponsored by Seminole Hard Rock Hotel & Casino competing against 150 people from 40 different countries.

In April 2017, I participated in the *EIS (Executive Information System)* simulation, a business game organized by Mib Trieste School of Management educators regarding process change management and business innovation.

Among educating experiences, it is of high notice a brief analysis conducted between March and May 2016 during the *X-Culture* competition aimed at elaborating an exporting plan for a specific product of a company.

While studying at university, I took for a couple of months intensive English courses at Rose of York School in London and at Kings School in Bournemouth, achieving CEFR C1 certifications.

OTHER CREDENTIALS

- *Advanced English certificate (CAE C1)*, Cambridge English Language Assessment, January 2014.
- *WSET Level 2 Award in Wines*, Wine & Spirits Education Trust, March 2021

INTERESTS

Long-distance running, cooking, finance, wines and spirits.