

Marco Barletta

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Professional Profile

Dynamic and results-oriented **National Account Manager** with strong experience in **Sales Management, Business Development, and Key Account Management** within multinational environments (Automotive, Industrial, and Technology sectors).

Proven track record in driving **commercial growth, dealer performance optimization, and strategic account management**. Recognized for combining **analytical thinking** with **customer-centric strategies** to expand business channels and enhance profitability.

Education

2020/2021 – LUISS Business School – Rome

Master in Marketing Management, Major in Sales & Account Management

2017/2020 – San Raffaele University – Rome

Bachelor's Degree in Business Administration and Organization

Working Experience

LEICA GEOSYSTEMS (Hexagon Group) – Rome, Italy

National Account Manager – Public Safety Division | Sep 2024 – Present

- Leading sales and business development for the **Italian Defence & Forensic market**.
- Coordinating IT partners and wholesalers to expand Public Safety channel distribution.
- Managing a portfolio of strategic key accounts, defining **vision, mission, and annual business plans**.
- Developing and implementing **commercial and marketing strategies** to maximize turnover and growth.
- Identifying and developing **new market opportunities** through tailored sales initiatives.

TOYOTA FINANCIAL SERVICES – Rome, Italy

Sales Performance Manager | Nov 2022 – Sep 2024

- Drove performance across dealer networks for financial, wholesale, and insurance services.
- Managed profitability through detailed Value Chain and business KPIs analysis.
- Implemented 3-year business plans and dealer commission strategies.
- Improved local market performance through targeted sales and marketing actions.

PIRELLI TYRE S.P.A. – Milan, Italy

Key Account Manager – Car Dealer Channel | Jun 2021 – Nov 2022

- Achieved and exceeded sales volume and turnover targets within assigned area.
- Led sales forecasting, loyalty programs, and tailored commercial plans for key customers.
- Conducted prospecting and acquisition of new partners.
- Strengthened customer relationships and operational efficiency through proactive problem-solving.

Sales Analyst – Car Dealer Channel | Jan 2021 – Jun 2021

- Daily Support to Sales Team on operative processes through CRM (using SAP and SalesForce)
- Monthly and weekly reporting activity to monitor sales-team performance on main KPI's
- Supported Manager in planning commercial campaign, especially through pricing analysis

A.Y.S. "At Your Service" – Rome, Italy

Assistant to Commercial Director | Mar 2020 – Jul 2020

- Monitored internal costs and supported the Chief Commercial Officer in daily operations.
- Maintained and updated customer data through internal CRM systems.

Languages & IT Skills

- Italian (native speaker)
- English (B2 level)
- Advanced Knowledge of Office package (Excel, Word, PowerPoint)
- Advanced Knowledge of SAP, SALESFORCE, POWERBI and LinkedIn Navigator