

TONEATTO MARCO

GENERAL MANAGER

#change management #people culture #walk the talk #lead by example

Born in 1970 - Residence: Grugliasco (TO)

References: +39 348 612 35 13 | marco_toneatto@yahoo.it | [LinkedIn](#)

Professional technical knowledge of the English language

Master's degree in Business. University of Genoa - Specialization: Statistics/Finance

I am a manager with 20 years of experience in the B2B sector, with a particular focus on the automotive, industrial and logistics sectors.

Strongly results-oriented with proven experience in creating and managing international commercial relationships, having also gained extensive experience in complex negotiations and complex industrial projects.

Passionate about the automotive sector with extensive experience and managerial skills, both at executive and operational/technical level, covering the most important areas of the automotive industry (production, clay modelling, design, testing, museums and private collections).

Expert in direct handling, radio-controlled and AGV equipment.

Markets → Automotive | Earth Moving Machines | Industrial Supplies | **Channels** → B2B | B2C | Online/Offline



2022 - Present ZETAFFE SRL | Busano (TO). Automotive/ Logistics and Industrial Handling

Operation Manager and CDA Member

Customers: Ferrari, Maserati, Lamborghini, Stellantis, Changan, Geely, Pininfarina, Microlino, Mauto, Alfa Museum

- STRINGO (Nyland, SWEDEN) Italian Partner - Business development, technical support, troubleshooting
- Supplier of initial equipment for major players in the Italian automotive market
- Coordination and development of structured industrial automotive projects
- Management of national acquisitions, partnerships and strategic negotiations
- Market development of lifting and handling systems for motor vehicles and heavy equipment
- Distribution management Italy for Premium Industrial logistic Products: Robik, Renova, Zallys
- Purchasing management with a focus on strategic sourcing scouting and development

Main project and output

- Expansion of the Automotive market on all Car Makers, Modellerie, Tester, Designer.
Results: Consolidation: coverage of all Italian producers and acquisition of new players Changan, Geely
- Market launch of industrial movers/lifts and logistics.
Results: Acquisition of new customers including CNH, Buzzi Unicem, USCO, Oma

2017 - Present OME SRL | Busano (TO). Industrial Supplies/ Earth Moving Machinery Sector

Operation Manager

Market: Moving Machinery | Sales channels: B2B/B2C, E-commerce, Marketplaces

- Relationship and business development with the main players in the Earth Moving Machinery market
- Exclusive distributor Italy BRIDGESTONE rubber tracks
- Implementazione strategie multichannel B2B
- Management of purchases on suppliers spread internationally (Cingoli, Denti, Movimentatori ...)
- Ecommerce launch and development marketplace Amazon/Ebay/Alibaba for earth moving machinery sector

I consent to the processing of my personal data pursuant to d. lgs. 30 June 2003 n°196, "Code on the protection of personal data" and GDPR 679/16

Main project and output

- Market Opening in Earth Movement:
Results Acquisition Goldoni, Sampierana, Merlo, Messersi, Ibea, Fort, Active
- Acquisition Premium positioning.
Results: Agreement with Bridgestone for the distribution in Italy of rubber tracks for excavators

2011 - 2017 MANPOWERGROUP | Milan (Mi). HR Services Sector

REGIONAL DIRECTOR Direct reporting CEO / Managed resources: 150+

- Management, development and control of the North-West and Lombardy regions
- Institutional positioning and territorial relations development
- Responsible business lines: Training, Permanent, Active Labour Policies, Staffing
- Multi-business budgeting and controlling with focus on marginality
- Development of strategic partnerships and large corporate clients

Main project and output

- Management HR Partnership EXPO 2015.
Results: coordinated the recruitment and training of more than 12,000 resources for the event, obtaining the HR PREMIUM PARTNER recognition and increasing the brand's visibility internationally.

2008 – 2010 GI GROUP | Shanghai (PRC). HR Services Sector

COUNTRY MANAGER CHINA Direct reporting Board of Directors/Managed resources: 80+/ Corporate, International

- Start-up and operations management Far East with focus on business development
- Opening 11 new branches (from 7 existing ones) reducing time from 4 months to 35 days
- Development of business structures and HR policies for local management
- Growth of the workforce from 8,000 to 11,000 temporary workers
- Strategic planning commercial activities and cross-selling international

Main project and output

- Reorganisation and expansion of the China market.
Results: awarded "China Value Creator 2009" for restructuring the entire Chinese organization, increasing sales by 35% and achieving market leadership in 3 key regions.

2004 - 2007 GI GROUP | Milano (Mi). HR Services Sector

COUNTRY SALES MANAGER - Direct reporting Sales Director / Managed resources: 18

- Coordination 14 Area Manager and Sales Office management
- Strategic development planning with focus on marginality and pricing
- Negotiation of framework agreements and online tender participation
- Business opportunity analysis and directional reporting

Main project and output

- Restructuring business processes.
Results: increased company margins by 5% and acquired 80% of FIAT supplies previously managed by competitors, with a growth of 10,000 temporary staff.

PREVIOUS EXPERIENCE

2007 / 2007: FRANCE COUNTRY MANAGER – **GI GROUP** Parigi

2005/ 2007: DIRECTOR CENTRO/NORD ITALIA - **Worknet spa FCA Group** Milano

2003/ 2004: SALES DEVELOPMENT MANAGER ITALY - **Worknet spa FCA Group** Milano

2001/ 2003: AREA MANAGER Worknet **spa FCA Group** - Turin headquarters

1998/ 2001: SENIOR CONSULTANT/PARTNER - **FCT Consulting**. - Turin headquarters

1997/ 1998: OFFICER - LIEUTENANT - **Guardia di Finanza** - Rome/Bergamo headquarters

COMPUTER SKILLS: Office package - advanced spreadsheets (formulas, pivot, graphs), multimedia presentations; AI Prompting, CRM, Software Gestionali

I consent to the processing of my personal data pursuant to d. lgs. 30 June 2003 n°196, "Code on the protection of personal data" and GDPR 679/16