



# ANDREA DE CAROLIS

Customer Retention Manager | Sales Manager

## CONTACT AND INFO

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- ⌚ Imola (BO) – Italy
- Date of birth: 28/08/1976

## LANGUAGES

- Italian Native language
- English Good knowledge (C1)
- Spanish Base knowledge
- German Base knowledge

## EDUCATION\*

(\*see last page)

**Master of “Advanced Master in Financial Accounting”** – Following marks: 150/200

**“B. Maderna” Conservatory of Music in Cesena (FC) – percussion**

**Techinal Secondary High School-leaving Certificate – Diploma in Surveyng**

## MAIN JOB

Customer Retention Manager – Sales Manager  
Farmer

Safetykleen Italia S.p.A (2018 - Present)

Sales and Marketing Manager Europe  
CHEMAX s.r.l. (2016 – 2018)

Area Manager  
Gruppo Sicura S.p.A. (2013 – 2016)

Sales Area Manager  
CWS-boco Italia S.p.A. (2010 – 2013)

Sales Supervisor  
Kardex Italia S.p.A. (2007 – 2010)

Key Account Manager  
Layher Italia S.p.A. (2005-2007)

Supervisor Hilti Center  
HILTI Italia S.p.A. (2002-2005)

Supervisor production and logistics  
BUZZI-UNICEM S.p.A. (2000-2002)

Praticum Surveyor (1997-2000)  
STUDIO ARCH. LEGA E GEOM. ZANNONI

## PROFILE

Career developed in the activities of Trade, Development and Startup in multinational environments, Italian and international in the **B2B channel** particulary in the area of chemical products, durable goods, technology and services with a deep knowledge of the economic fabric of the country Italy and foreign (Manufacturing Industry, Mechanics, Food, GDO, Pharmaceutical, Aviation / Aerospace, Automotive, Chemical, Petrochemical, Marine, Building Code / Plumbing). Experience in the creation, management, training and inclusion (recruitment) of direct and indirect sales force and a deep analysis of the assets, sales performance (KPI) business analysis (Business Analyst – Data Analytics) generative AI and financial analysis of the area. The in-depth knowledge in the commercial field is further completed with the retention activity (customer maintenance - farmer activity – business development), post-sales (after sales) and branch management.

I have the knowledge in reading and analyzing the annual financial statements (economic-financial data) and also, in my various professional experiences, I have developed the part inherent to business management (operations, logistics, supply chain).

## OBJECTIVES

I am a professional who has contributed and believes to contribute to business development, to the improvement of business management, sharing, developing and building business projects with great passion.

## SKILLS

- Work under pressure
- Business Analyst
- Sales and marketing
- Communication skills
- Time management
- Customer care
- Problem solving
- Team building
- Leadership
- Project management

## JOB EXPERIENCE

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**Since 12/2018**

**SAFETYKLEEN ITALIA S.p.A. (SAFETYKLEEN INTERNATIONAL - UK)**

*World leader in services and supply of equipment for washing processes for the removal of contaminants in the aerospace, industrial, mechanic, automotive, food, pharmaceutical, railway and naval sectors.*

### **CUSTOMER RETENTION MANAGER AND SALES MANAGER FARMER (Since 03/2020)**

Area of Reference: Italy

Department: Marketing

The role expected:

- .Development and maintenance of existing customers (Farmer Activities and Retention Activities) and after sales activity
- .Resource management and development (Retention Specialist and Account Manager)
- .Customer Care - Customer Experience – Customer Retention
- .Contract Management
- .Selection, insertion and training of new commercial figures
- .Commercial and Financial Analysis of the Area (EBITDA, ROI, etc.)
- .Development of new commercial strategies coordinating myself between the Italian Headquarters and Headquarters (UK)
- .Development of the Marketing Area with new business units and business analysis

#### **Projects and results achieved:**

- Insertion of sales performance analysis models (KPI) and development of commercial analysis.
- Startup in Italy of the international role of Retention Manager
- Financial analysis of the area and geomarketing with the business unit division
- Marketing models for the development of sales and commercial support for the area
- Business Analysis (Descriptive analytics – Predictive analytics – Prescriptive analytics)
- Startup and development of the **Customer Satisfaction** project
- Sales at the end 2020 **€. 7.300.000,00 (+ 8% compared to 2019)**
- Sales at the end 2021 **€. 9.350.000,00 (+ 28% compared to 2020 - Mix Development and Customer Retention)**
- Sales at the end 2022 **€. 10.750.000,00 (+15% compared to 2021 - Mix Development and Customer Retention)**
- Sales at the end 2023 **€. 13.970.000,00 (+30% compared to 2022 - Mix Development and Customer Retention)**
- Sales at the end 2024 **€. 15.300.000,00 (+10% compared to 2023 - Mix Development and Customer Retention)**

### **REGIONAL SALES MANAGER (Since 12/2018 to 03/2020)**

Area of Reference: Emilia Romagna and Central Italy

Department: Sales

The role expected:

- .Commercial development of the area (Hunter Activities)
- .Resource management of the KAM Area
- .Selection, insertion and training of new commercial figures
- .Commercial and Financial Analysis of the Area (EBITDA, ROI, etc.)
- .I develop new commercial strategies in coordination with the Italian Headquarters

#### **Projects and results achieved:**

- Insertion of sales performance analysis models (KPI) and development of commercial analysis.
- Startup in the international role of Retention Manager
- Financial analysis of the area and geomarketing with the business unit division
- Development of the assigned area (sales, management of the sales network and recruitment)
- Creations and insertion (Sales Courses and Models) related to sales development
- Marketing models for the development of sales and commercial support for the area
- Sales at the end: 2019 **€. 5.900.000,00 (+ 20% compared to 2018)**

**Since 06/2016 to 12/2018**

**CHEMAX s.r.l. (jv McGEAN GROUP – CEE BEE AVIATION)**

*Leading company that manufactures and distributes technologically advanced chemicals products and systems for the aerospace, industrial, automotive, railway and naval sectors.*

**SALES & MARKETING MANAGER EUROPE – OPERATIONS & SUPPLY CHAIN MANAGER**

**The role expected (CHEMAX s.r.l.):**

- .Area of Reference: Europe
- .Implement all commercial and operational strategies in concert with the Board of Directors of Chemax and operating with and for Cee Bee Aviation (McGean Group) and Whitmore Rail (CSW Industrials Company)
- .Technical and Commercial Development of the Area - Management and Acquisition of Strategic and Executive Customers (Chemax-Cee Bee Aviation and Whitmore Rail)
- .Technical-Commercial Development of the Area - Management and Acquisition of Strategic and Management Customers.
- .Commercial and Financial Analysis of Aviation (EBITDA, ROI, etc.)
- .Management and Coordination of Business Consultants, Distributors and the Head Office in Italy
- .Development of new Italian / foreign joint ventures
- .Selection, insertion and training of new business figures

**Project and achieved results:**

- Introducing Sales Performance Analysis (KPI) Models and CRM Systems;
- Financial analysis of the area and geomarketing with division into business units;
- Development of the assigned area (sales, sales network management, distributors and recruitment);
- Creation and insertion (Sales Courses and Models) related to the development of sales;
- Marketing Models for Sales Development and Commercial Support of the Area
- Sales at the end 2016 CHEMAX+CEE BEE AVIATION €. 5.800.000,00 (+5%) compared to 2015
- Sales at the end 2017 CHEMAX+CEE BEE AVIATION €. 6.700.000,00 (+15%) compared to 2016
- Sales at the end 2018 CHEMAX+CEE BEE AVIATION €. 8.000.000,00 (+19,5%) compared to 2017

**Since 12/2013 to 06/2016**

**SICURA GROUP (MANUTENCOOP GROUP)**

*Leading company that provides services , products and systems for the management*

**AREA MANAGER**

Area of Reference: Emilia-Romagna - Italy

**The role expected:**

- . Business Development of the Area
- . Management and coordination of business consultants and the office present in the territory
- . Selection, recruitment and training of new sales figures

**Project and achieved results:**

- Inserting Analysis models of sales performance
- Economic analysis of the area and geomarketing
- Development of the area assigned (network management sales and recruitment)
- Creating and inserting (sales courses and templates) related to the development of sales
- Sales at the end 2014 €. 2.800.000,00 (+3%) compared to 2013
- Sales at the end 2015 €. 3.130.000,00 (+12%) compared to 2014

**Since 26/04/2010 to 01/12/2013**

**CWS-boco Italia S.p.A. (HANIEL Group)**

*Multinational german company leader in the field of service (sale and rental) hygienic (protection) and service work dress.*

**SALES AREA MANAGER**

Area of Reference: Emilia-Romagna

Area of Reference (ad interim) Since 04/2011 to 05/2012: Tuscany

The areas of Emilia Romagna and Tuscany generate a turnover of about indicative €. 7.000.000,00

**The role expected:**

- . Business Development of the Area
- . Management and coordination of the commercial staff (16 in total) and the three branch office in the territory
- . Selection, recruitment and training of new sales figures

**Project and achieved results (CWS-boco Italia S.p.A.):**

- Development of the area allotted (creating new customers and management of the sales network)
- Creating and inserting a new templates of sales
- Sales at the end 2010 **€. 2.900.000,00 (+1%) compared to 2009**
- Sales at the end 2011 **€. 3.300.000,00 (+14%) compared to 2010**
- Sales at the end 2012 **€. 3.300.000,00 (- 0,6%) compared to 2011**
- Sales at the end 2013 **€. 3.400.000,00 (+3%) compared to 2012**

**Since 15/10/2007 to 25/04/2010**

**Kardex Italia S.p.A. (Kardex Group)**

*Multinational german company leader in the field of warehouse automation (capital goods and technological equipment).*

**SALES SUPERVISOR - AREA MANAGER**

Area: Friuli-Venezia e Giulia, Trentino Alto-Adige, Veneto, E.Romagna, Marche, north of Tuscany and the province of La Spezia.

**The role expected:**

- . Acquisition and management of large and prestigious national realities/company
- . Coverage and development of new geographical areas not previously covered
- . Management and training of four officers and three promoters commercial territory

**Project and achieved results:**

Development of the area assigned and seeking new business partnership (creating new customers and expansion of the sales network)

- Sales at the end 2008 **€. 1.600.000,00 (+15%)**
- Sales at the end 2009 **€. 1.800.000,00 (+12%)**
- Progressive sales 2010 **€. 480.000,00 + 8% increment**

**Since 31/08/2005 to 14/10/2007**

**Layher Italia S.p.A.**

*Multinational german company leader in the sector of temporary frameworks (scaffolding and coverings).*

**Technical – Commercial Agent (Key Account Manager).** The job reports to the General Director.

Areas of Reference: *Emilia Romagna, Marche, Umbria, Tuscany, Liguria e South Central Italy (the latter occasionally).*

**The role expected:** Create and consolidate the platform customers (large and medium customers) in areas ranging from construction (construction companies/restoration, retail and costruction enginnering firms) to the chemical/petrolchemical and shipbuilding.

**Project and achieved results:**

- Development in the area of my expertise (this area has never been followed prior to a similar role)
- Creat reports of collaborations with retailers in the areas of reference
- Techincal and Commercial training of agents in the same retail
- Sales 2005 **€. 209.000,00** (accounting period going from april '05 to march '06) + **10%** increment compared with the budget
- Sales 2006/2007 **€. 890.000,00** (accounting period going from april '06 to march '07)  
+ **18,6%** % increment compared with the budget

**Since 03/05/2002 to 30/08/2005**

**HILTI ITALIA S.p.A.**

*Multinational world leader in building materials and equipment, thermohydraulics, heating and electrical.*

**SUPERVISOR OF HILTI CENTER (startup)** in Imola (BO) - Italy.

**The role expected:**

- . Development of sales, rental, administration and technical support to customers

**Project and achieved results:**

- Starting and promoting new Hilti Center (City of Imola – Italy)
- Sales at the end 2002 **€. 345.000,00** (Since **03/05/2002** the first seven month of operation of the store)
- Sales at the end 2003 **€. 740.000,00 + 19,3% compared to compared with the budget**
- Sales at the end 2004 **€. 938.000,00 + 10,3% compared to compared with the budget**

**Since 01/06/2000 to 02/05/2002**

A leading producer of cement and concrete

**San Martino (BUZZI-UNICEM GROUP)**

**SUPERVISOR PRODUCTION AND LOGISTICS**

The role expected:

- . Responsibility for production and logistics system High Speed Line Milan Naples – stretch Bologna - Florence
- . Technical management of production
- . Monitoring transport of the raw material

**Since 1997 to 2000**

**Studio Arch. Vincenzo Lega e geom. Giorgio Zannoni in Faenza (RA)**

**PRATICUM SURVEYOR**

During apprenticeship, I improved my knowledge of several IT programs like Windows XP (Office), Corel Draw 7.0, Photoshop, Auto CAD LT, etc. at the same time, I followed the building yard planning and management (only partly) and the various office papers.

**SPECIALIZATION COURSES AND MASTER**

Year 2025 – “**Key Account Manager: Role Development**” - Quadrifor

Year 2025 – “**Generative AI: Your Strategic Advantage to Boost Competitiveness**” - Quadrifor

Year 2025 – “**Time Management**” - Quadrifor

Year 2024 – “**Negotiation bootcamp: from theory to practice**” - Quadrifor

Year 2024 – “**Project Management**” - Quadrifor

Year 2023 – “**Leadership – Working in a Team**” – CONSVIP s.r.l.

Year 2023 – “**Masterclass Digital Personal Branding**” - Quadrifor

Year 2023 – “**Negotiation Skills in English – English Level C1**” - Quadrifor

Year 2023 – “**Management by coaching**” - Quadrifor

Year 2022 – “**BIG DATA. Web and social analytics**” – Polytechnic of Milan Graduate School of Business (POLIMI)

Year 2022 – “**Exploratory Data Analysis in R**” - Coursera

Year 2021 – “**Business Intelligence e Big Data Sales Analytics**” – PRAXI/Quadrifor for middle management

Year 2021 – “**Reading and analyzing the annual financial statements (economic-financial data)**” - Life Learning: 78/100

Year 2021 - “**Customer Analytics**” – Wharton University of Pennsylvania (Online)

Year 2021 - “**Business Metrics for Data-Driven Companies**” – Duke University (Online)

Year 2021 - “**Introduction to Big Data: origin and main applications**” - Life Learning with the following marks: 78/100

Year 2021 – “**The art of convincing through listening**” – Cegos/Quadrifor

Year 2020 - “**Project Management**” (English version) - Quadrifor

Year 2020 - “**Communication and Public Speaking**” (English version) - Quadrifor

Year 2020 - “**Interculturality - China-India-Russia-Brazil-United Arab Emirates-France and Japan**” – Quadrifor

Year 2020 - “**Digital Culture - Managing Information**” – Quadrifor

Year 2020 - “**Smart and Flexible Working**” – Quadrifor

Year 2018 – “**Advanced Master in Financial Accounting**” – Life Learning with the following marks: 150/200

Year 2017 – “**Technical Seminar – Rail Noise**” – (ONAE – RFI S.p.A.) in Bologna - Italy

Year 2015 – “**Communication with the customer inside and outside**” – META Formazione

Year 2014 – “**Value Selling**” – Organized by GRUPPO SICURA – of Alessandro Ferrari

Year 2012 – “**Value Selling**” – Organized by CWS-boco Italia S.p.A. – of Studio Basanisi (Milan)

Year 2009 – “**Analysis and application of the leadership techniques**” – Organized by CTC

Year 2008 – “**Specialization Course for Buyers**” – Organized by CTC

Year 2007 – “**How to Motivate Sellers**” (course for Area Manager and Sales Director) - Organized by CTC

Year 2007 – “**Neuro-linguistic Programming Applied to Sale Activities**” - Organized by CTC

Year 2007 – “**Public Relations and Communication Strategies**” - Organized by CTC

Year 2007 – “**Marketing and Strategic Management Planning**” - Organized by CTC

Year 2007 – “**How to Prepare Business Contracts**” - Organized by CTC (Management and Business Management Center of CCIAA in Bologna).