



FILIPPO CARESANA

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15-years experienced manager in e-business and multichannel retail, with proven successful results in online and physical stores management.

Responsible for several e-commerce start-up projects in different type of companies, both multinational and middle-size: commercial strategy definition, processes design, platform implementation, digital marketing and CRM, reporting and KPI.

Naturally passionate in customer experience and website usability.

Recognized leadership, communicational and organizational skills with ability to manage teams in complex contests always with coaching-oriented approach.

WORK EXPERIENCE

Sept 2017 / current: **SBS Spa**

One of the European market leaders in Smartphone accessories, audio and smart objects, present in 70 Countries worldwide

- Responsible for the e-commerce division (currently operating in 14 EU Countries + CH)
- Development of SBS presence in the main Italian and European Marketplaces
- In charge of group's websites contents and digital marketing

Main achievements:

- ✓ roll-out of 7 websites (each one dedicated to a brand in SBS portfolio) in 5 languages in 14 EU Countries + CH
- ✓ triple-digit growth in 2020 and 2021 of group's brands: SBS, UNIQO, JAZ on Amazon.it

2016 / 2017: **PORTALTECH REPLY**

Company belonging to Reply group focused on consultancy, design and implementation of omnichannel e-commerce platforms

- Responsible of the Business Unit dedicated to retail companies (OVS, Kasanova)
- Main contact with clients, in charge to collect, analyze and suggest new requests for the enhancement of their web platform
- Project leader responsible of the delivery plan by respecting agreed timing and budget

Main achievements:

- ✓ management of the migration project on Magento2 for kasanova.it
- ✓ management of the replatforming project and CMS on Shopware for bronzallure.it

2011 / 2016: **QVC ITALY**

Worldwide multimedia retailer (TV + web)

- In charge of QVC.it e-commerce division, commercial and operational start-up
- Responsible for online sales strategy, content creation, digital marketing campaigns, e-mail marketing platform, social media, coordinating a 5-elements team
- I've worked in close collaboration with IT Global development team in the enhancement of the website's features and usability. I've managed the launch in Jan 2012 based on Magento and the enterprise re-platforming on Jul 2015 based on Adobe AEM

Main achievements:

- ✓ yearly revenue from 0 (2011) to 40 mln/€ (2015)
- ✓ revenue increase +50% YoY in 2013 and 2014
- ✓ e-commerce weight in the company business > 20%

2006 / 2011: **KESA SOURCING ltd - DARTY ITALIA**

Leader in the European Electronics retail market

- In charge of e-commerce project Darty.it (online since Feb 2008), coordinating a 4-elements team
- Responsible for price and range policy definition, digital marketing campaigns, SEM/SEO strategy
- Development of new features and processes guidelines, being in daily contact with programmers' team of the web corporate platform (based in France) and the ERP system (based in Czech Rep.)

Main achievements:

- ✓ *break-even in the second year of activity*
- ✓ *click-and-collect service implementation in 2009*
- Since Oct 2008 in charge of the internal Customer Care Service, managing a 9-elements team
- Since Jan 2010 in charge of the B2B department start-up
- During the period Feb 2006 – Jun 2007 I've been Store director in Darty Giussano and then in Milano Portello, managing a 30-people team and a 9-mln/€ budget

2002 / 2005: **DECATHLON ITALIA**

European largest sports retailer

- Jun 2002 /2005, based in Cinisello store: Communication & marketing specialist (implementation of in-store promotions, customer database management, customer care, P.R. with Authorities and Local Sports Clubs)
- In charge of Cycling / Roller department, managing a 9-elements team and a 1,5 mln/€ budget
- Feb / Jun 2002, based in the headquarter: Responsible for the communication plan for new store opening in Cinisello

2000 / 2002: **XSPI srl - Ispra (VA)**

Local apparel retailer and fashion outlet

- E-commerce supervisor for www.italianfashionworld.com coordinating a 4-elements team
- In charge of contents and on-line / off-line marketing
- Commercial supervisor of Varese and Ispra *IFW* physical stores; creation and implementation of the opening campaigns.

EDUCATION

- Degree in Economics & Business Administration - *Università "L. Bocconi" - Milano*
 - Major in: Marketing and Retail Companies
 - Thesis "Il factory outlet center come elemento di innovazione per la distribuzione di abbigliamento firmato in Italia".
- Training Program in "Project Management" - *Fondazione Istud Milano*
- Scientific high school "*L. Casiraghi*" - *Cinisello B. (MI)*

FOREIGN LANGUAGES

- English: very good
- French: excellent

IT SKILLS

- E-commerce platforms and CMS: Magento, Prestashop, Shopware; AEM (Adobe Experience Manager)
- ERP: MS AX, MS Dynamics, Incas Easystor
- MS Windows / Office

PERSONAL DATA

Date of Birth: 24 / 07 / 1973

Address: via Giovanni Berchet, 1 - 20832 Desio (MB)

Civil status: married, 1 child