

# FRANCESCO DACQUI'

01 Apr 1996 - Palermo, Italy

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## PROFESSIONAL SUMMARY

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Member of Nova Professional network as World's top 3% of talents.

Business Operations Expert at Eni Plenitude, a leading company in the Energy and E-Mobility industry.

Thanks to Master of Science in Marketing Management from Bocconi University and an exchange program at University of Otago, I have a strong academic background and a global perspective in marketing and sales.

Adaptation, Decision Making, and Execution are the three main elements that describe me in the working environment, while, as a team member, I am generous, considerate, cooperative, and open to accepting criticism and feedback.

## PROFESSIONAL EXPERIENCE

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### Eni Plenitude

Milan, Italy

#### *Business Operations Expert – E-Mobility Division*

November 2025 - Present

- Designed and implemented an integrated Business Plan model adopted across the E-Mobility Division, enabling a unified and data-driven view of business performance.
- Enhanced pricing strategy effectiveness in Italy and multiple European markets, improving profitability, competitive positioning, and value-chain optimization.
- Streamlined cross-functional planning processes, improving forecast accuracy and reducing operational misalignments across teams.
- Supported strategic decision-making that contributed to the business expansion in new European markets, improving coordination and execution readiness.
- Strengthened the quality and clarity of Top Management reporting, enabling faster and more informed decisions through improved synthesis and insight generation.

### Eni Plenitude

Milan, Italy

#### *Sales Campaign Operations Expert – Energy Retail Division*

February 2022 - October 2025

- Responsible for the operational management of sales campaigns, across physical and remote channels, including coordination with various lead providers to ensure proper planning in terms of quality and quantity, for commodities (Gas and Power) and extra-commodities (HVAC, Photovoltaic and Insurance).
- Responsible for management of Campaign Management System and lead generation activities in line with budget, forecasts and objectives, in coordination with sales channels.
- Ensured full compliance with contact policy and privacy regulations.
- Improved lead-to-sale efficiency by optimizing workflows and enhancing coordination with multiple lead providers.
- Reduced cost per lead and increased planning accuracy through better forecasting and system governance.
- Contributed to higher conversion rates by redesigning lead management processes and ensuring greater alignment between sales channels and key accounts.

### Colgate-Palmolive

Brescia, Italy

#### *In Store Account - Customer Development Division*

January 2021 - January 2022

- Reduced out-of-stock levels across assigned POS, improving product availability and sales continuity.
- Increased Share of Shelf and Share of Market for Beauty & Home Care categories by strengthening store partnerships and improving compliance on assortment and visibility.
- Accelerated new product distribution, contributing to faster market penetration.
- Improved sell-out performance through effective negotiation of promotional areas and targeted shopper-marketing initiatives.

- Performed market, sales, and POS performance analysis (sell-out, stock levels, promo share, display share).
- Supported qualitative and quantitative evaluations of marketing goals and retail activities.
- Prepared retail performance reports and insights to support internal decision-making.
- Contributed to the development of retail marketing campaigns.
- Strengthened the accuracy and clarity of POS performance reporting, supporting more data-driven retail marketing decisions.

**Italfrigo Service**  
**Marketing Intern**

Cinisello Balsamo (Milan), Italy  
June 2017 - September 2017

- Developed and managed the new E-commerce.
- Managed Social Media marketing, Google advertising and market research.

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## EDUCATION

**Bocconi University - Master of Science**  
**Marketing Management (in English) - Final Degree Mark: 105/110**

Milan, Italy  
September 2018 - December 2020

**University of Otago - Exchange Program**  
**Marketing Management (in English) - Passed exams: 4/4 - GPA: A**

Dunedin, New Zealand  
February 2020 - July 2020

**Bocconi University - Bachelor of Science**  
**Economics and Management - Final Degree Mark: 103/110**

Milan, Italy  
September 2015 - September 2018

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## LANGUAGES AND IT SKILLS

**Italian - Native** Advanced knowledge of Excel and PowerPoint (certificated by SEDIN Bocconi, 2018)  
**English - Level C1** ECDL Full Standard (2015)  
**Spanish - Level B2**

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## INTERESTS AND ACHIEVEMENTS

Member of Nova Professional network as World's top 3% of talents  
Internal Events Manager at Bocconi Students for Sport Management and Bocconi Students Food Association