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LINKEDIN:  
[Donato Sordetti](#)

## DONATO SORDETTI

### ABOUT ME

Long-term experienced Professional in the Automotive industry, deeply skilled in Product Marketing and Market Intelligence, and keen to learn continuously.

Able both to collaborate profitably with the team and to operate independently;

I stand out for my excellent organizational, interpersonal and time management skills, and I have solid competencies in Business Planning and Team Leadership as well.

### PERSONAL AND TECHNICAL SKILL

- **Personal / Soft Skills:**  
Dynamic, Motivated, Tenacious, Diligent.
- **Professional Competencies:**  
Product Manager & Customer Profile,  
Brand & Market Research,  
Web & Social Media Marketing,  
Project & Budget Management,  
Data Scientist & Business Intelligence.
- **Organizational Skills:**  
Team Leadership, Teamwork, Problem-Solving.
- **IT / Computer Skills:**  
Microsoft Office professional level,  
ECDL Advanced Certification (2nd level), Power BI,  
Professional Excel with Macro and Access database.  
HTML, Java, JavaScript, SQL, Visual Basic, SAP,  
Social Network, Facebook Business, Google Analytics.

### WORK EXPERIENCE

02/2018 - now



#### **Senior Market Intelligence & Global Luxury Industry Analyst** **Maserati S.p.A. - Modena, MO**

*Reporting to the Chief Commercial officer, as a 2 people group team leader, I am responsible for:*

- Analyzing and interpreting market trends, implementing best practices on reliable market research, preparing benchmarks, product comparison and competitive intelligence analysis ("IHS/Jato");
- Supporting the management with Market Share and Forecast Analysis on the Automotive industry & Luxury Market ("V4 HYBRID" N. America / +21% car deliveries in N. America & China);
- Identifying and processing commercial levers to support the management strategy and the company's core business providing risk and opportunities ("GRECALE" monitoring / Growth of car margin +2%);
- Planning the Sales activities in coordination with the Markets and collecting all the feedback from the commercial department for the new activities in the PO phase (+10% price power & price posit.);
- Leading Sales Operations, Reporting, and Planning in order to propose synergic strategies between product line, price, volumes, transit time and stock (property and network) (Transit time reduction: 1 month).

02/2015 - 02/2018



#### **Product Marketing Intelligence & Market Analysis and Research** **Maserati S.p.A. - Modena, Mo**

*Reporting to the Head of Product Planning, I was responsible for:*

- Product concept and positioning, product requirement, target setting, price/volume figures, market research and life cycle strategy & management (Suppliers costs reduction -15%);
- Long Range Plan Activities, Marketing Product Planning, Customer Study and Customer Profile;
- Brand Research, Brand Equity, Qualitative and Quantitative product research ("Qualtrics");
- Development of business scenarios and budgets for defining and managing OPT, MIX, TRIM and "Exclusive Customization" contents and programs ("FUORISERIE" program);
- Coo-working with the Head of Product Marketing to define future product positioning and product portfolio evolution.
- Defining product mission and preparing marketing concept and marketing product briefing for new project initiatives. ("ALFIERI" project / "Best concept car" in 40 countries and main automotive shows).

03/2012 - 12/2014



#### **Assistant Marketing Manager & Sales Agent** **HousingAnywhere - Rotterdam, (NL)**

I worked to develop and implement marketing approach strategies for the integration of the Website "[Housinganywhere.com](#)". Italy Country Responsible (15 signed contracts, +23% of foreign students at University).

06/2010 - 09/2010

## Fiscal, Administrative and Tax Advice

Fiscal Studies Associates Account. Rosa Gianni - Avigliano, PZ

06/2006 - 09/2006

## Office and accounting staff

Avigliano City - Avigliano, PZ

## EDUCATION

12/2014



**Master's degree:** Management and Governance (Master Science in Economics & Business (LM-77)  
**Università degli Studi di Siena** - [Siena](#)

*Thesis topic: Made in Italy & Country of Origin: "Ferrari S.p.A." and "Ducati Motor Holding" cases*  
Management and government of business performance, International Marketing.

12/2013



**Master's degree:** International Marketing, Business Economics & Corporate Finance  
**Radboud Universiteit Nijmegen** - [Nijmegen \(NL\)](#)

04/2011



**Bachelor's degree:** Business Economics (Class of degree in economics - 28)

**Università degli Studi di Siena** - [Siena](#)

*Thesis topic: Web and Social Marketing: "The Facebook Case"*

Marketing, Business administration, Planning and control, Corporate and Financial consolidation.

06/2007

**High School Diploma:** Accountant and bookkeeper expert

**Technical and commercial institute "F.S. NITTI"** - Potenza

*Thesis topic: Mafia, The Cancer of our society;*

## CERTIFICATE

- September 2019: Safe & Sports Driving Course
- October 2013: Cambridge English First; University of Cambridge (CEFR Level B2)
- September 2012: Business English Certificate; University of Cambridge (B.E.C. Level B1)
- February 2009: ECDL Advanced 2nd Level (European Computer Driving License) Italian Association for Informatics and Automatic calculation (IT 1044782)
- July 2008: Website design 1st e 2nd Level

## ADDITIONAL INFO

I have a strong passion for automotive, marketing and web technology and I had very satisfying results when applying my knowledge during my studies and work. **Communication & Marketing, Event & Sponsorship, Premium/Luxury Industry, Business Intelligence and Forecast Automotive Industry** complete the picture of my transversal skills.

## LANGUAGES

**Italian:** Native Speaker

**English:** C1

Advanced

**French:** B2

Intermediate

## ACHIEVED GOALS

### PROJECTS:

- FUORI SERIE PROGRAM & OPT MIX and TRIM: Suppliers costs reduction -15% & Growth of car margin +2%.
- PRICE POWER & PRICE POSITIONING: +10% compared to the main competitor (w/o underestimating product).
- V4 HYBRID NORTH AMERICA: +21% car deliveries in N. America thanks to a deep analysis of the market share.
- PLANNING STOCK AND TRANSIT TIME: 1-month reduction in delivery of the car thanks to logistical planning.
- "ALFIERI" PROJECT: Awarded as the "Best concept car" in 40 countries and at the 5 major automotive shows.
- ITALY COUNTRY RESPONSIBLE: Increase of the Italy market coverage from 3% to 67% in two years.

### PUBLICATIONS:

- January 2015: Made in Italy & Country Of Origin: "Ferrari S.p.A." and "Ducati Motor Holding" cases; Publication included as one of the best publications the year 2015 on the website [www.consulenzatributariaefiscale.it](http://www.consulenzatributariaefiscale.it);
- June 2011: Web and Social Marketing: The Facebook case; Publication included as one of the best publications the year 2011 in the category "Online Manager" on the website [www.finanzaeinvestimenti.it](http://www.finanzaeinvestimenti.it).