



MM

Mauro Mandaliti

Senior Sales / Key Account Manager – Industrial OEM Markets



Core competencies

- ❖ Key Account Management (OEM / Industrial)
- ❖ Strategic & Global Accounts
- ❖ Price & Margin Negotiation
- ❖ Budgeting, Forecasting & Business Planning
- ❖ Business Development & Market Share Growth
- ❖ Cross-functional Coordination (R&D, Quality, Operations)
- ❖ Technical Sales & Co-design Support

Professional Experience

Senior Key Account Manager / Area Sales Manager

Elica S.p.A. – FIME Motors Division (ECM FIME Srl from 01/01/2022) |
Castelfidardo (AN). April 2013 – Present

- Direct management of a **B2B OEM customer portfolio worth approx. €20M per year**
- Responsibility for around **70 active customers**, with focus on strategic key accounts (80/20 logic)
- Development and consolidation of business on strategic customers, achieving **revenue growth up to +10–15%** through **product range expansion** and **market share acquisition from competitors**
- **Defense and consolidation of market share** over the last 2–3 years despite contraction in the household appliances sector
- Signing of **new commercial agreements** over the last 5 years for a total value of **~€5M** with leading European players in the heating sector
- Initiation of collaborations with international Extra-EU customers (e.g. **Midea – China**)
- Management of multinational and multi-plant customers with geographical exposure: **Italy 50%, EU 30%, Extra-EU 20%**
- **Full autonomy** in price negotiation, margin management and achievement of budget targets
- **Ownership of payment terms, supply conditions and DSO management** for assigned key accounts, in coordination with Finance
- Responsibility for **definition, negotiation and execution of supply contracts**, coordinating all involved internal functions (Sales, Finance, Operations, Quality)
- Direct interface with **internal legal department** and **external legal advisors** when required for contract finalization
- Direct coordination of all internal activities involving customers (Sales, R&D, Quality, Production, Logistics), acting as **single point of contact**
- End-to-end management of the sales cycle: **business development, quotation, negotiation and post-sales**
- Active use of technical background to support customers in product definition and solution selection, especially in standard and semi-custom projects

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📍 Osimo (AN), Italy

Education

➤ **Master in Key Account & Sales Management**

24 Ore Business School | March 2022 – July 2022

➤ **High School Diploma – Electric & Electronic Technician**

IPSIA “Maria Laeng”, Osimo | 1992

Languages

English

Upper intermediate

Italian

Bilingual or Proficient

IT Skills

- ❖ SAP
- ❖ AS400
- ❖ Windchill PDM Link
- ❖ Microsoft Office Suite
- ❖ Lotus Notes

Licenses

- ✓ Driving License: A & B
- ✓ Sailing and motor boats license – Category A

BOM & Product Certification Manager

Elica S.p.A. – FIME Motors Division | Castelfidardo (AN)

September 2007 – April 2013

- Management of Bills of Materials (BOM)
- Responsibility for product certifications and compliance
- Interface with technical departments and external certification bodies

Electric Motor Engineer

FIME S.p.A. | Castelfidardo (AN)

July 2003 – September 2007

- Design and testing of electric motors
- Technical validation and performance testing

Quality Control & Design

Elektromec S.p.A. | Osimo (AN)

1995 – July 2003

- Quality control of processes and finished products
- Support to design activities

Professional Resume

Senior Sales & Key Account Manager with over 10 years of experience managing **OEM industrial clients** in the electromechanical sector. Responsible for **B2B portfolios up to €20M annually**, with full ownership of **pricing, margin management and negotiations**. Proven track record in **business development, range expansion and market share growth**, including in **contracting market conditions**. Strong **technical background** leveraged as a commercial advantage in complex sales environments. Active across **Italy, Europe and Extra-EU markets**, serving multinational and multi-plant customers.