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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

CAMBRIDGE ENGLISH

Cambridge English
First

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";
- 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".