



RAFFAELE GIUSTA Global Commercial Director Marketing&AfterSales Director-Managing Director

MOBILITY | AUTOMOTIVE | PREMIUM & LUXURY | INDUSTRIAL VEHICLES

REFERENCES AVAILABLE ON REQUEST

Living in Milan, M. U. Traiano, 35/E, born 12/22/1971

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Degree in Economics | MBA | Business English



Hard Skills: Budget, Forecast, International Contracts, Sales&Production Planning, Business&Network Development, Marketing, After Sales

Soft Skills: Negotiation, Team Management, Time Management, Problem Solving, Result Oriented

Sales Channels: B2B, B2B2C

Markets: EMEA, APAC, LATAM, North America, China & USA

Products: Moto, Spare Parts, Merchandising, Industrial Vehicles

Professional Experience

2023 -31/12/23

VMoto Soco International - Nanjing China- European Branch- Milan, Italy

Chinese multinational in the field of Electric Mobility | Produces and distributes motorcycles globally.

EMEA Commercial Director and General Manager France

Reporting to the CEO (in China)

Objective: Ensure achievement of Sales, Value and Profitability targets through Sales and Marketing Strategies and building the Sales Network at EMEA level. Interface with HQ China and Board of Directors.

Direct people management: Sales-After Sales-Marketing Vmoto Europe HQ.

Due to the 50% reduction of the EV European Market, the project of European Branch has been revised with a reduction of cost

Main Achievements: Set up Legal Entity Vmoto France, with 8 person, in 4 months reached break even point in P&L, with 25%of operating margin and 800K income.

2005 - 2023

MV AGUSTA Motor SPA – Varese

Italian Motorcycles Manufacturer, to date KTM Group, Family Sardarov Fund Black Ocean (formerly Proton Group), Family Castiglioni, HarleyDavidson, Mercedes AMG Group. >300 employees. Products: Moto Premium, Special Parts, Merchandising;

Sales Channels: B2B, B2B2B, Resellers & Dealers (250 worldwide)

➤ 2019 - 2023

Global Sales Director

Reporting to: VP Commercial Operations

Objective: to ensure the achievement of Sales, Value and Profitability objectives through the planning of the Commercial and Marketing Strategies and Budget and the development of the Global Network, consisting of direct Dealers in EMEA and of Importers for the APAC, CHINA, LATAM & USA markets. Working closely with: President, CEO, CFO, COO, Communication, Operations, R&D, After Sales.

Direct people management: 17 Country and Area Managers, 1 Sales Administration & Logistics Manager, 1 Sales Marketing Planning Manager, 1 Network Development (overall area consisting of 26 people).

Markets: Global

Main achievements:

✓ 80% increase in sales through:

- Commercial partnership with the biggest group in China (QJ Group) and with KTM for US market distribution
- Implementation of a new incentive based commercial policy with dealer network and the implementation of a new Visual Identity to strengthen the Brand

2016 - 2019

Sales & Marketing Director

Reporting to: President and the CEO, in charge of Commercial, Trade Marketing and After Sales Department.

Objective: to ensure the achievement of the Sales, Value and Profitability objectives through the planning of the Commercial and Marketing Strategies and Budget and the development of the Commercial Network. Working closely with: President, CEO, CFO, Communications, COO, Operations, R&D Direct people management: 9 Country and Area Managers, 1 Sales Administration & Logistics Manager, 1 Sales Marketing Planning Manager, **1 After Sales Manager** (overall area consisting of 26 people). Markets: EMEA, APAC, China, LATAM, USA, North America. Main achievements:

- ✓ Reached the maximum peak of invoiced units in the world in the history of MV, through the long-term development of commercial network and targeted trade marketing actions
- ✓ 10% increase in sale of Merchandising and Special Parts through the implementation of both B2C (RMI, ticketing service,) and B2B e-commerce platforms (special parts and merchandising); increase level of service for aftersales from 88% to 98%
- ✓ 40% cost reduction in Sales & Marketing Function through: personnel and budget cuts, closure of the US branch, new distributor agreement
- ✓ Negotiated upfront payments with distributors and dealers in order to increase liquidity for financing the company in a critical phase of composition with creditors
- ✓ Improved after sales service levels: from 88% to 98% in spare parts delivery time

2009 - 2015

Export Sales Manager

Reporting to: Sales & Marketing Director

Objective: to ensure sales targets, value and profitability objectives by building the network of Importers and planning commercial and marketing strategies and budget. Working closely with: Communication, Marketing, Administration, Control, After Sales, Operations, R&D Markets: EMEA, APAC, LATAM

2007- 2008

Branch Manager

Reporting to: Sales & Marketing Director

Objective: to reach breakeven for MV Agusta, Cagiva and Husqvarna brands in the markets with legal entities presence, through structure, cost & resource optimisation and developing the commercial network and the marketing area.

Working closely with: Communication, Marketing, Commercial, Administration, Finance, Control, After Sales Direct people management: 5 CEOs of the related Legal Entities Markets: USA, Japan, DACH area, Benelux.

2005 - 2007

EMEA Export Manager

Reporting to: Sales & Marketing Director

Objective: to develop the European markets for the MV Agusta, Cagiva and Husqvarna brands through the management of distributors, dealers and operational marketing activities.

Working closely with: Communication, Marketing, Administration, After Sales

1999 - 2005

FIAT OM CARRELLI ELEVATORI Spa (Today Still Italia, Kion Group) - Lainate (MI)

Company part of Linde Multinational Group, manufacturer of equipment for the automation and handling of the intralogistics warehouse. Products: Forklifts & Integrated Logistics Systems Sales channels: B2B, B2B2B. 1.200 employees.

2004 - 2005 | EMEA Sales Manager - Rental & Used Forklift

Objective: to develop the used and rental business, through framework agreements with Key Clients, definition of operating instalments, maintenance and collection of trolleys with guaranteed residual value. People management: 2 function managers (overall area consisting of 6 people)

2003 - 2004 | EMEA Sales Administration and Logistics Manager

Objective: to support sales objectives through the operational and administrative management of orders, budgets, forecasts and related sales & production planning and management of promotions & discounts. Personnel management: 4 Function Managers (overall area made up of 40 people)

2001 - 2003 | EMEA Trade Marketing Manager

Objective: to support sales targets through network development analysis, creation of sales and after sales KPIs, management of promotions and discounts.

1999 - 2001 | EMEA Marketing Manager - Warehouse Truck

1998 - 1999 | Artoni Trasporti Spa

Sales & Marketing Specialist

Education

1997 - MBA - CIS Higher Education School, Reggio Emilia, ASFOR

1995 - Degree in Economics, Major in Marketing, Bari University. Score 110/110

1990 - Scientific Diploma - Liceo Scientifico "A. Scacchi" - Bari

Language Skills: English: proficient

IT Skills: SAP, AS400, Office

Interests: Football, Tennis, Motorcycles, Reading