

Cristiano LONGO

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Curriculum Vitae

◆ Personal Data

Birth Place	Monza (MB)
Address	Via A. Lissi, 1 22100 Como
Marital status	Married
Education	High School "ITIS Henseemberger " Monza (MB) 54/60 1988

Relevant Skills

knowledge of the Multi-Channel markets and Multi-Retail Market Categories – Strong knowledge of strategic market segmentations (Lifestyle/Design & Gadget Hi-tech accessories; Home Entertainment & Audio/Video + Gaming and Toys Channels) on both on –line and Brick & Mortar Stores.

Well knowledge of Italian and European Distribution and their procedure,

Department Stores (La Rinascente; Coin etc.) and Abroad (Liberty;The Conrad Shop; Selfridges; John Lewis, Galerie Lafayette BHV; le Bon Marche; Citadium; Urban Outfitters; El Corte Ingles etc.).

Maintaining business relationship with the main CE players (Mediamarket; Unieuro (Dixon Group); Euronics; Expert, and A/V + Music PRO stores and **APR (Apple Premium Resellers)** CE Players such as FNAC; Expert; Boulanger; Darty;; Deep knowledge and relationship with the main international and local e-Tailers (Amazon trough Vendor Central and Marketplace; ePrice; MonClick; Yoox; Zalando; etc.)

A self-motivated, with a strong relational and communication skills supported by a markedly predisposed to work in team and Work by Target. Leadership Capabilities and positive attitude, Excellent ability to analyze and address the customer's needs with appropriate solutions; willing to learn. Open to challenges and opportunities for improvement.

Thanks to my past working experiences I become able to plan and manage tasks in stressful situations, to cope with unexpected and solve complex problems.

Be part of the international committee in charge of Paneuropean Agreement with Retailers and eTailers (eg. MSI; Euronics; Amazon; Dixon Group; Kesa Group etc.) and some Bit APR chain group In Italy and Europe (R-Store, Juice; MED, KTuin, Albion, Stormfront, Iconcept, Sasu Olys etc.)

Managing CRM Salesforce and SugarCRM in order to better profiling markets and customers (consolidated and prospects)

Key Achievement

Developing the brand awareness and business in Europe (Including Italy) for QEEBOO Milano (Head Designer Stefano Giovannoni) improving sales and key players by +25% (vs. 2017)

Some Customers: Monocle Store, Excelsior, Coin Excelsior, Cargo High-tech; Moroni Gomma, Dover Street Market, MUDEC, Tate Modern, The Conrad Shop, Selfridges, Merci, Centre Pompidou, SOHO Design

Reorganization of the structure of Nedis Italy; Moving the Offices from Udine to Milan and rebuild the Team

Bringing Nedis Italy to another professional Level (from Local Company to Multinational Branch Office Company) with all multinational Company procedure (Nedis Italy v.2.0) 2014/2015.

On 2016 I have driven and defined Paneuropean Agreement with Euronics International Smarthome project with Konig Brand By Nedis Increased turnover and become first brand as M/S on Audio Products

(LoudSpeaker/SpeakerBar) with 35% Q313 (Samsung Electronics).

Part of team for Samsung Gear VR launch in Italy and South of Europe, lead European partnership with SteelSeries and Logitech

Become Market leader DJing Audio Channel on 2009/2011 Created DJing retail Culture in Italy and South of Europe with Hercules DJ Consoles(Hercules)

Achieved 9 million Euros Turnover with after less than 6 years starting from 300.000€

(Hercules and Thrustmaster) Part of Ubisoft Holding, (Gaming and licensing toys)

Created and redefined the approach of the Retail with Sell-through method (Logitech).

Defined the Italian Strategies for Retail Channel and first Agreements with all Main HQ of CES and

Mass Merch and making placement on specialized reseller (LaCie designed by Porsche and Neil Poulton)

My main characteristics are predisposition to interpersonal relationships, Good negotiation skills and results/business oriented. Storg experience on Multi-Channel Retail market

◆ Professional Experiences

October 2019 Currently

Head Of Sales Retail Channel |Celly SpA (Esprinet SpA Group) |

I'm in charge of all retail Channel (Telco, IT and APR Stores) I'm leading the KAM (3 heads) and Sales Agents (15 heads) on field in order to manage each customer with sales (Contracts, Extra budget, sales support) and marketing (support including activities Promo and promoter or special Programs) supporting Credit Dept and Back Office, together with trade Marketing we create and select products and create planogram for each of customer ad hoc

July 2016
October 2019

Sales Manager European Market |QEEBOO Milano Brand |

This is a project that I'm leading, the goal is to develop and create a network of stores/wholesales and sales representative in Europe in order to move forward toward a mature company blueprint asset Achieved agreements with different customers on Assigned Area (Design Stores, Concept Stores; Department and Fashion Stores

May 2014
July 2016

Regional Sales Director Mediterranean Region | Nedis Italy Srl |

Management of the Italian Branch office with the goals of reorganization of the Subsidiary; take care P&L; manage Sales and local MKTG; manage Administration and define strategies; part of Strategic Decision European Board, sales management B2C (Apple Premium Resellers; LifeStyle and Department Stores; Consumer Electronics Stores;Gaming chains and e-Commerce) Responsible for 7 people (Sales, Marketing and admin) and 12 external Sales Agencies

August 2011
May 2014

Sales Coordinator – Audio Video Division Home Entertainment and Audio & Video |Samsung Electronics Italia SpA |

Drive the sales development of the relevant product category throughout all national sales channels;Support NAMs (6 People) and Sales Agent (21 agency on the field) in the development of solid sales relationship with existing customers, at national level, to achieve agreed sales and M/S targets;
Design and propose sales campaigns and define the appropriate distribution strategy across the different channels, providing follow up and feedback related to any commercial activity;
Team leader project Samsung GEAR VR, managed all key decision about the launch in south of Europe
Coordinate and monitor NAM (4 people) activities, also by supporting in visiting the assigned key customers (CES and Mass Merch; Audio/Video and Home Entertainment Stores) on the territory, directly manage the Key customers at national central level if deemed necessary by the importance of the customer / deal;

April 2006
August 2011

Country Manager Italy and Mediterranean Countries | Guillemot Corporation Italy | part of Ubisoft Group Thrustmaster and Hercules Brands

Management of the Italian Branch office for both brands for the different Channels (Music and Audio Stores, CES and Chains of Computer shops and Home Entertainment and Gaming and Toys stores) and other market segmentation like Distribution and eTailers and loyalty; B2B; OEM and TLC
Management of the yearly agreements with HQ of main independent Retailers Apple Premium Resellers and Distributors Definition of the sales and marketing activities with HQ (such as sell in and sellout activities, Flyers and In store Promotion)
Direct sales managing to the retail/Consumer Responsible for 5 people (Sales, Marketing and admin) and 3 external Sales Agencies (12 people)

March 2003
April 2006

Retail Sales Manager
| Logitech Italia Srl |

the first goal was to recover the reputation from the Italian Retail channels (Gaming and CES) after some "up and down" years, Thanks to an huge effort we succeed on our objective

Management of the agreements with HQ Of the retail signs

Definition of the sales and marketing activities with HQ (such as sellin and sellout activities, Flyers and In store Promotion)

Managing sales strategies for Retail/Consumer and Apple Resellers

Analysis scheduling a turnover and performance

Managing Account Managers on a field (3 Field sales)

Managing and organization to the Distributors activities through the Retail channel

Schedule update of the turnover performance and target achievement

September 2000
March 2003

Sales Manager
| LaCie Italia |

The assignment previews to startup on a Retail channel and a consequent sales and marketing management for the Retail channel (Mass Merch, CES ,Chains of Computer shops and E commerce) and B2B and OEM

Startup Activities and introducing a LaCie Brand (Designed by Porsche and Neil Poulton) on a major retailers

Management of the agreements with HQ Of the retail signs and Apple Stores

Definition of the sales and marketing activities with HQ (such as sell in and sell out activities, Flyers and In store Promotion)

Direct sales managing to a retail/Consumer

Analisis scheduling a turnover and performance

From 1997
To 2000

Regional Sales Manager
| CDC Point SpA | (Italian Distributor)

The assignment previews a sales marketing and administration managing of Cash & Carry in Lombardia Region

Target was a re-launch of the historical Cash & Carry

Reach and increase new customers (Dealers and VAR)

Make sales and Marketing Plan

Definition target each customer and check results

Managing human resource (sales, Admin and technicians) 12 people

Check and monitoring Warehouse rotation each C&C

Quarterly Forecast

From 1993
To 1997

Regional Sales Manager
| Datafox SA | (Switzerland Distributor),
Canton Vaud Switzerland

My job was to take care the outlets of the chain named MC Cash and to take care the traditional B2B channel on Apple Market only

Target was to Startup of a chain MC Cash (10 Stores opened in 18 months)

Reached new customers (Dealers)

Make sales and Marketing Plan

Definition target each customer and check results

Managing 3 Account managers

Localization Sales and Marketing activities

July 1988
May 1993

Account Manager
| Softeam Srl | (Italian Distributor)
Apple Accessories Distributor

♦ **Language Skill**

English	C1 Level
French	B2 Level

♦ **IT Skill**

Well knowing of CRM software (SugarCRM; SalesForce)
Windows Office and Adobe Software
All platform are well knows

♦ **Professional Qualifications**

Course Trade Marketing 1-2 SDA Bocconi
Course Sales Managing 1- 1 Mario Silvano
Course Sales and Innovation Management SDA Bocconi
Course Sales Force Management A. Management

Hobbies:

I play Rugby and I follow their Philosophy and way of life
Athletes Coaching
I collaborate with a charity and help-homeless organizations

References Available:

- Marco Hannapel CEO of Phillip Morris Gorup ITALY tel. +39 340 4181560
- Carlo Altichieri former Country Manager Logitech ITALY tel. +39 039 6981773
- Patrice Henry former Country Manager Lacie ITALY tel. +39 348 9009751
- Claude Guillemot CEO of Ubisoft Corp. +33 607888693

I authorize the use of my personal data in compliance with Legislative Decree 196/03