

Claudio Tresoldi

Mobile.+39 3667106586

E-mail. claudio.tresoldi@gmail.com

Birthday: 02/03/1982



Professional Experience

Sept 2018 / Today

Groupe Seb Italia

Sell Out Manager

Job description mission is to promote and enhance activities related to Sell Out in order to maximize instore investments (on CE stores and HOME & COOK stores) in terms of HighEnd turnover and ROI

- Merchandiser Network management - 16 Merchandiser + 2 Sell Out Area managers
 - Network renewal & recruiting
 - Planning and monitoring of quantitative objectives on a 1-month base following sales KPIs
 - Planning and monitoring of training objectives on Open Market retailers (1to1 training)
 - In store branded display management
 - Merchandising panel optimization based on GFK & Sell Out data matching, in order to generate a unique company clusterization
- Consultant Network startup (40 third party headcount) – enhance from tactical to consultant approach
 - Agency bidding according with HQ procurement guidelines
 - Planning and monitoring of quantitative objectives on 1-month base following sales KPIs
 - ROI analysis
 - Budget application and management
- Training lead
 - Evolve training contents from business to customer oriented moving from product specs to consumer benefits
 - Startup of training top-down approach (training calendar) according to business / BU needs
 - Training demo enhancing product Key Selling Point in order to create instore WOW effect (SIS Moulinex show cooking)
 - Evolve instore customer experience about Home Cleaning and Electrical Cooking products
- Sell out data check & sharing
 - Check data quality from retailers to Groupe Seb in order to align system with IT team (Qlikview/QlikSense webtool)
 - Weekly qualitative check in order to highlight Sell Out performances vs Y-1
 - Sell Out trend weekly monitoring in order to push sales in Sell in activities if needed
 - Activate PM or trade marketing team in order to create / develop activities focused to Hero products Sell Out (company focus)
 - Weekly dashboard sharing with sales on HERO PRODUCT Sell Out trends in order to align retailer stock with Company Sell Out targets
 - Periodical and/or tailor-made reporting

Nov 2016 / Sept 2018

Huawei Technologies Italia

Retail Staff Manager Consumer Business Group

- Huawei Experience Store accounting and staff management
 - Sell Out & stock management according to WOS (week of stock) analysis

Claudio Tresoldi, Via IV Novembre 65 Mariano Comense(CO) Mob. +393667106586 mail claudio.tresoldi@gmail.com

- Refill and assortment management of Huawei and third party products
- Promo activation (ex. trade in /pick up instore) and price management according in order to ensure sales mix
- Sales clerks training & recruiting
- Planning and monitoring of sell out targets on a monthly base according with annual KPI
- Planning and monitoring of experience quality in order to ensure best in class shopping experience
- Budget application and management
- Daily reporting to management
- Part of Huawei Experience Store project kick off team
- Retail Specialist Network management - 25 retail specialists + 5 area managers
 - Network startup & recruiting
 - Planning and monitoring of quantitative objectives on a 3-months base following sales KPIs
 - Planning and monitoring of training objectives as to Open Market retailers (1to1 training)
 - In store branded display management
 - Merchandising panel optimization in collaboration with the Sales Team
 - Budget application and management
- Telco Brand advocate Network management - 19 brand advocates + 5 area manager
 - Network startup & recruiting
 - Planning and monitoring of quantitative objectives on a 3-months base following sales KPIs
 - Planning and monitoring of training objectives as to mobile operators channels (1to1 training)
 - In store branded display management
 - Merchandising panel optimization in collaboration with the Sales Team
 - Budget application and management
- Consultant Network management – 85 Huawei consultants
 - Planning and monitoring of quantitative objectives on 1-month base following sales KPIs
 - Planning and monitoring of training objectives in order to reach out consumers
 - In store branded display management
 - ROI analysis
 - Budget application and management
- Tactical promoters management – from 50 to 250 Huawei promoters
 - Planning and monitoring of quantitative objectives on a 1-month base following sales KPIs
 - Planning and monitoring of training objectives in order to reach out consumers
 - In store branded display management
 - ROI analysis
 - Budget application and management

Oct 2013 / Oct 2016

LG Electronics Italy

One Company Trade Marketing Coordinator (Home Entertainment – Home Appliance – Mobile Communication)

- Merchandising Team coordinator -29 merchandisers
 - Planning and monitoring of quantitative objectives on a bimestrial base following sales KPIs
 - Planning and monitoring of training objectives as to retail and mobile operators channels (1to1 training)
 - In store branded display management
 - Merchandising panel optimization in collaboration with Sales Team
 - Budget management
- Training Team coordinator -4 trainers
 - Planning and monitoring of training objectives as to retail and mobile operators channels (1toMany training)
 - Merchandising Team coaching and evaluation
 - POP development support
- Branded Display responsible

- In store display development in order to maximize brand identity and product visibility following HQ guidelines
- Store potential analysis in order to evaluate and develop yearly branded display placement plan and budget forecast
- In store spaces negotiation according with Sales Team (local and national agreement with main retailer as MediaMarket – Expert - Euronics)
- ROI and Sales Uplift analysis
- Budget management
- HE & MC In store promotion project leader –100 promoters
 - Planning and monitoring of quantitative objectives on a 3-months base following sales KPIs
 - Planning and monitoring of training objectives in order to reach out consumers
 - In store branded display management
 - ROI analysis
 - Budget management
- Periodical and/or tailor-made reporting
 - stock/sell out
 - display share

Oct 2012/ Oct 2013

LG Electronics Italy

Trade Marketing Coordinator Home Entertainment (TV & Audio Video)

- Home Entertainment Merchandising Team coordinator - 18 merchandisers
 - Planning and monitoring of quantitative objectives on a bimestrial base following sales KPIs
 - Planning and monitoring of training objectives as to retail channel
 - In store branded display management
 - Merchandising panel optimization in collaboration with the Sales Team
 - Budget management
- Home Entertainment Branded Display responsible
 - In store display development in order to maximize brand identity and product visibility following HQ guidelines
 - Store potential analysis in order to evaluate and develop yearly branded display placement plan and budget forecast
 - In store spaces negotiation according with Sales Team (local and national agreement with main retailer as MediaMarket - Expert - Euronics)
 - ROI and Sales Uplift analysis
 - Budget management
- Home Entertainment Shop in Shop project leader – 9 promoters
 - Planning and monitoring of quantitative objectives on a 6-months base following sales KPIs
 - Planning and monitoring of training objectives in order to reach out consumers →
 - SIS structures and display management
 - ROI analysis
 - Budget management
- Home Entertainment In store promotion project leader –100 promoters
 - Planning and monitoring of quantitative objectives on a 3-months base following sales KPIs
 - Planning and monitoring of training objectives in order to reach out consumers
 - In store branded display management
 - ROI analysis
 - Budget management
- Periodical and/or tailor-made reporting
 - stock/sell out
 - display share

May 2011/ Sept 2012**LG Electronics Italy***Trade Marketing Specialist*

- Home Entertainment & Home Appliance Merchandising Team coordinator - 25 merchandisers
 - Planning and monitoring of quantitative objectives on a bimestrial base following sales KPIs
 - Planning and monitoring of training objectives as to retail channel
 - In store branded display management
 - Merchandising panel optimization in collaboration with the Sales Team
 - Budget management
- Home Entertainment Shop in Shop project leader – 9 promoters
 - Planning and monitoring of quantitative objectives on a 6-months base following sales KPIs
 - Planning and monitoring of training objectives in order to reach out consumers
 - SIS structures and display management
 - ROI analysis
 - Budget management
- Home Entertainment In store promotion project leader –100 promoters
 - Planning and monitoring of quantitative objectives on a 3-months base following sales KPIs
 - Planning and monitoring of training objectives in order to reach out consumers
 - In store branded display management
 - ROI analysis
 - Budget management o Periodical and/or taylor-made reporting
 - stock/sell out
 - display share

March 2009/ May 2011**Microsoft Italia S.r.L.***Windows Phone Expert Trainer & Field Support*

- Responsible for Italian Windows Phone training activities
- Active part during international “Train the trainer” meetings
 - July 2011 – Windows Phone Expert Summit in Seattle
 - August 2010 – Windows Mobile Expert Summit in Paris
- Localization and management of key offline training contents from HQ
- Localization and management of web training contents
- Planning, organization and execution of training events in partnership with the most important B2C and B2B players
 - OEM – Samsung, LG, HTC and Acer
 - Mobile Operator – Vodafone, TIM, H3G and Wind
 - Retailer – MediaMarket, Unieuro/Dixons, Euronics and Expert
- TELCO field force management (2 trainers)
- Merchandising Team training support and coordination (6 merchandisers)
- Windows Phone KPIs monitoring as to HQ guidelines

July 2008/March 2009**AMD Italia***Area Manager (Emilia Romagna and Veneto) and Merchandiser Team Leader*

- Product training (AMD and ATI)
- Planning, execution and monitoring of Trade Marketing activities on National territory
- Merchandising Team management and KPIs tracking (6 merchandisers)
- Sell Out/Inventory analysis September

2003/June 2008**Roll Out Srl**

Claudio Tresoldi, Via IV Novembre 65 Mariano Comense(CO) Mob. +393667106586 mail claudio.tresoldi@gmail.com

Project Leader

- Customers' accounting
- Merchandising Team and In store promotion management
- Training Team management (Symantech, Microsoft, Blackberry e Dangaard)
- Sell Out/Inventory analysis
- Periodical and/or tailor-made reporting

Education

2001-2003

Statistical Sciences Faculty

Università degli Studi Bicocca, Milan

1996-2001

High School Liceo Scientifico Tecnologico A.Einstein, Vimercate

Evaluation: 75/100

Skills

Languages

English Good Oral/Written

PC Windows XP/Vista/7 –Microsoft Office – Photoshop

Hobbies

Football & Running – Information Technology – Videogames – Photo

**Autorizzo il trattamento dei miei dati personali ai sensi del DLGS 196/2003 Aut. Min. N. 13/l/0007145/03.04 del 1
Aprile 2008**