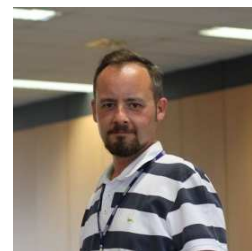


FRANCESCO LAUDANO

Date of Born 12th November 1979
Fiscal code: LDNFNC79S12B393S
Address: via Sicilia, 1
City: Monza (Mi) Post Code: 20900
Mobile number: +039 375 5799134
Mail: francescolaudano@libero.it



SALES AND BUSINESS DEVELOPMENT MANAGER

Responsible for the entire sales process from purchase to final sale

Senior management professional with more than 10 years of success contributing to the start-up development, Purchase management, and growth of businesses throughout the EMEA region. Distinguished commercial management record in P&L management, strategic business planning, business development, operations, finance, sales, and marketing. Capable of devising and implementing account and industry plans that drive sales growth, market expansion, and segment / industry penetration. Proven background leading engagements with Key decision makers at top network Operators TIM, VODAFONE, WIND, H3G, FASTWEB, UNICREDIT; top Telco and ICT manufacturers NOKIA, APPLE, HTC, HP, TOSHIBA, ASUS, ACER, FITBIT, CHROMECAST, KINDLE;

Areas of Expertise

Purchasing & Negotiation • Strategy Development & Implementation • Strategic Business Planning
Market Share • Market Segmentation • Business Development • Channel Development • Supply chain
(Buyer&Logistic) • Operations Management • Managing tenders
• Coaching & Mentoring • Team Management • Strategic Partnerships & Alliances

LEADERSHIP PROGRESSION

2013

TECHDATA MOBILE – Milan (Italy)

Sales & Marketing Manager Mobile Business Telco & Banking

Management of Apple's best in class channel resellers: Apple Premium Resellers and telco (Wind, Fastweb, Telecom).

- I'm responsible for purchases apple (100 million euro by year).
 - Ensure total quality of POS merchandising and staff, also through in-field coaching;
 - I am able to sell value-added services
 - Achieve like-for-like growth, managing assigned network;
 - Contributed to channel consolidation by supporting Merges and Acquisitions;
 - **Creator of unconventional business for Unicredit (subitobancastore), Banca Intesa, Popolare di Sondrio, Deutsche Bank, ING direct, Unipol Sai, American Express, PWC, Menarini, Bonfiglioli, Ducati Motors, Dolce & Gabbana, Saint Gobain, Sky, Assicurazioni Generali**
- Principal Partner Managed: Elmec, Vargroup, Magnetic Media Network, Avnet solution, Juice.**

Personal Achievement

Customer: **Deutsche Bank – Sky – Banca Popolare di Sondrio- Unipol Sai- BancaIntesa-Buddybank**
technology: Cloud – PaaS

Description: Creating web shopping platform with multi-tenant architecture / order management EDI cloud

Customer: **Fastweb – Wind.tre**

technology: Cloud – PaaS – DaaS

Description: Total integration of sales process (Distributor->Partner->Customer->Branches)

Customer: **Ducati Motors - Menarini**

Technology: DEP Apple (Device Enrolment Program) - MDM

Description: Supervise corporate-owned iOS devices over the air-Supervision provides a higher level of Devices management.

SYMANTEC CORPORATION – Milan (Italy) – 2010 -2013
Sales Representative N.O. Area

I manage & improve customers base in according with the policies and business guide lines of Sales Direction.

Analysis of the sales channel of the same in order to identify new business opportunities and manage the negotiations through a continuous flow of internal and external relationship.

I support Field Sales Department on business development activity cold calling prospects, creating contacts and setting meetings with new customers and I personally visit the high potential ones.

I daily manage information in company CRM and I support Sales Director in forecasting and reporting activity.

Specialties:

- strong IT technical competences and analysis capabilities;
- strong Networking competences, performed in designing secure network architecture;
- Set-up daily security work procedure, auditing and IT governance;
- Mobile Security competences
technical driver for security product development cloud based

Collaboration with Top Alliance Partner

Accenture, Reply, Wideside, Telecom Italia, Deloitte

Top Customer Managed:

Transport Meridiana/Air Italy - Neos Air - New Livingston Air - Piaggio Aero Space - Aeroporto di Firenze-Sacbo

Luxury Guccio Gucci – GeoSpirit - Salvatore Ferragamo - Guess Service - Ermenegildo Zegna -Azimut Yachts

ESPRINET SPA – Milan (Italy) – 2006-2010
Senior Brand Manager and Buyer Mobile

Main activities and responsibilities

- Definition and implementation of the Business plan;
- Implementation of marketing activities based on a defined Budget;
- Coordinating the communication between the Headquarter of the Vendor to the channel;
- Organization of events dedicated to the client and to the internal sales force;
- Sales analysis in the different sales channel (Business, GD and GDS) in order to push the sales and to affiliate the clients
- Pricing definition based on the margin targets and on the competitors behaviours
- Constant collaboration with the team force in order to determinate the best solution to offer to the clients.
- **Purchasing politics Marketing Background (total goods purchased 15 mil €)**
- Management promotion: sales force and Web advertising
- Support to the person in charge for the telephony area Spain
- Responsible for Cash & Carry Italy

EDUCATION

Degree in Business Economics
Università Cattolica del Sacro Cuore Milano

Post Graduate in Marketing – Creative Marketing and New Product Launch
SDA Bocconi

LANGUAGE

English, Italian

IT Skill

Operative Systems : **Windows 95/98/2000; XP; SAP; AS400;** (excellent)
Application Programms: **Word** (excellent); **Excel** (excellent), **PowerPoint** (good); **Oracle DB, Sales Force**

**Autorizzo il trattamento dei miei dati personali ai sensi dell’art. 13 d. lgs. 30 giugno 2003 n°196 –
“Codice in materia di protezione dei dati personali” e dell’art. 13 GDPR 679/16 – “Regolamento
europeo sulla protezione dei dati personali”.**