



BIO



October 3rd 1988



Via Malaga 4/A
20143 Milano



ABOUT ME

Versatile, Ambitious, Detailed Oriented, Empathic and Sociable person who is always eager to learn new things. Strong analytical and communication skills acquired in FMCG and Consumer Electronics companies. Ready and able to be persuasive, convincing and a good team player. Willing to take a leadership role.



SKILLS

ITALIAN: MOTHERTONGUE
ENGLISH: FLUENT

- **MS Office: Word, Excel, PPT, Outlook**
- **SAP Business Software**
- **AS400**
- **A.C. Nielsen Database**
- **GFK - Eurisko**
- **Magento CMS**



HOBBIES

Basketball (main hobby); motocross; skiing; snowboarding; surfing; horse riding; diving;
Passionate about technology, motors, fashion, cooking and travels.

MATTEO SLIPCENCO DEL FIORENTINO

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EXPERIENCE



ESPRINET SPA

JUNE 2017 - TODAY

Vendor Manager – IT and Consumer Electronics Products

- Management and development of assigned brand with focus on sales;
- Head of margin, revenues and stock;
- Planning, developing, executing and monitoring tailored marketing activities through eCommerce website and local stores (promotions, online ADV, fairs, events, etc.);
- Vendor management: obtaining quotes with pricing, negotiating contracts, managing relationships (also with main partners and resellers), evaluating performance and ensuring payments are made.
- Development of new business opportunities;
- Coordination of internal team: purchasing, digital, sales force and business developer.



MICROSOFT SRL

JAN 2016 - MAY 2017

Sales Category Manager – Lumia Smart Phones and Future Phones

- Sales Dept. coordination for P&L management, Price Positioning and Product Life Cycle;
- Sell-in/ sell-through/ sell-out analysis, and sales trend monitoring;
- Sales forecast management and monthly sell-in target definition;
- Product mix management to guarantee the categories profitability;
- Stock and demand-planning flow management: negotiations with Team Europe to align volume allocation and sales request;



FHP VILEDA

NOV 2013 - DEC 2015

Junior Product Brand Manager – Electricals and SuperMocio

- Launch and development of new products: coordination with R&D International Dept;
- P&L management, analysis and processing Sell-in/Sell-out statistical data, KPIs monitoring;
- Coordination of PR and external agencies, POP and on-line channel creativities production;
- Sales forecast and Supply Chain Management coordination for stock and production planning;
- Support in the E-Commerce and New Business development with e- retailers, e-dealer and local web-shops;
- **Vileda** E-Shop management: sales performance analysis, product page development and optimization, pricing management - CMS Magento;

BEFORE:

Stage - Assistant Product Marketing & Digital Manager at Vileda
Stage - Assistant Product Marketing Vileda - Professional Division



EDUCATION

SEPT 2007 - JULY 2011

Università Vita-Salute San Raffaele, Milan, Bachelor's Degree in Marketing and Communication

FEB 2012 - NOV 2013

Università Cattolica del Sacro Cuore, Milan, Master's Degree in Marketing Management 1st Level