






ANDREA FRANCESCO PERINI

 Green Community West - Dubai
 +9715 56 5388186
 andreafrancesco.perini@gmail.com
 May 10th, 1980
 Married, two children

WORKING EXPERIENCE

MAPEI GROUP

CONSTRUCTION CHEMICALS

www.mapei.com

05.2018- Currently

Regional Area Manager - Middle East and East Africa Regional Office (Dubai)

- Business development in Egypt, KSA and East Africa through newly established company, coordinating with both local, regional and corporate functions (commercial, legal, financial, HR and marketing).
- Direct responsibility over GCC and Levant export market, with 2 resources to manage and coordinate.
- Track and support sales development, pricing and commercial strategy, marketing activities, new products development, recruitment plans.
- Overlook capital expenditure with the relevant corporate functions.

01.2016 - 04.2018

Corporate Area Manager - Mapei HQ (Milano)

- Supervise activities of Mapei subsidiaries in Belgium and Netherlands.
- Responsibility over sales and marketing budget, development strategy, new product launching in accordance with corporate values and HQ corporate functions.

SAGSA SPA

OFFICE FURNITURE

www.sagsa.net

09.2011 - 12.2015

Commercial and Marketing Director

- Managing sales and technical staff (10 people).
- Development of export market (UAE, KSA, UK, Netherlands).
- Key customer direct management.
- Set up and coordination of marketing activities (exhibitions, events, catalogues...).

MAPEI GROUP

CONSTRUCTION CHEMICALS

www.mapei.com

09.2011 - 12.2015

Strategic Planning Manager - Mapei HQ (Milano)

- M&A and Legal: various projects in M&A including finalizing an international deal, asset dismissal and international litigation.
- Business Planning: project leader in developing a reporting tool to be implemented within the group (70 subsidiaries in 35 different countries).

09.2004 - 08.2011

Strategic Planning Specialist - Mapei HQ (Milano)

- FDI in UAE, setting up local legal entity, finalizing WIP asset deal, coordinating start-up activities.
- Opening new branches in Romania and South Africa.
- Setting up of Strategic plan model, dBase for monitoring market, deviation analysis.

INTERNSHIPS

CORPORATE FINANCE AND INTERNATIONALIZATION

2003

Arner Bank - Corporate Finance (Milano)

- Business plan, presentations, debt restructuring and M&A.

2002

Assolombarda (Milano) - Italian Trade Commission (Sydney)

- Scouting new opportunities for Italian companies in Australia.
- Support the organization of a trade mission to China.

EDUCATION

09.1999 - 05.2004

Università Commerciale Luigi Bocconi, Milano

Bachelor's degree in Business Management and International Strategy (108/110)

Final Paper: "International business development of Italian companies to Australia".

Prof. Claudio Demattè - Fabrizio Perretti

09.1994 - 09.1999

Liceo San Carlo, Milano

Scientific High School (100/100)

PERSONAL KNOWLEDGE AND EXPERIENCE

Mother tongue

Italian

Other languages

English: fluent.

French: intermediate.