

Manager with consolidated experience in the retail sector, holding positions of responsibility and management of numerous teams of people.

My professional path is characterized by having brought important results in business development and contributed to the optimization and improvement of business processes and services.



### PERSONAL INFORMATION

Born in Genoa on 17/09/1972. Address: Corso F.lli Rosselli 114/5, Turin

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**Degree in Sport Sciences** - University of Urbino. With honours

**English:** Good

Zucchetti, Allibo, Endered, MyMarsh, Synertrade

### PROFESSIONAL SKILLS

- |   |   |
|---|---|
| • New business and business development | • Marketing campaign planning             |
| • Start-up & policies definition        | • Customer Satisfaction & Quality service |
| • Commercial strategy, action plans     | • Team Management                         |
| • Budgeting e P&L                       | • Recruitment, Training, Team Building    |
| • Change Management                     | • Negotiation                             |
| • Project Management                    | • Interpersonal communication             |
| • Retail                                | • Public Speaking                         |

### PROFESSIONAL EXPERIENCE

#### **VIRGIN ACTIVE ITALIA S.P.A. 2003 – PRESENT**

*Fitness multinational with 37 clubs in Italy.*

*Also deals currently with Digital Online Fitness. Employees: 1050. Turnover: €125 M*



#### **REGIONAL BUSINESS MANAGER**

**2010 – Present**

**Direct Report:** National Manager

**Managed Resources:** Club Directors, Regional Sales, Regional Maintenances, Regional Health Safety, Regional Product

#### **ITALY AREAS MANAGED:**

**2020 – present:** NORTH-WEST

**2015 – 2020:** CENTER

**2013 – 2015:** SOUTH-CENTER

**2012 – 2013:** ITALY (ad interim Vice National Operation)

**2010 – 2012:** NORTH-EAST

**Job focus:** Business development of competing clubs

#### **Main activities (carried out at each club)**

- Cost and revenue control
- Staff management within the clubs (employees and collaborators), about 80 people per club
- Coordination of the commercial department and proposition of new commercial strategies
- Recruitment, selection supervision, training and professional growth of employees
- Support in the drafting of the Annual Budget
- Supervision of the work of each manager
- Coordination and control of all activities of Operation, Maintenance, Customer Service, Product
- Monitoring of all Marketing activities
- Management of Assigned Capex (restructuring budget)
- Supervision of all Health Safety activities and company policies

## Main Projects and Results

### During Covid Period:

- **Reopening of the clubs** → Reorganization and rehabilitation of structures to ensure total safety for members in 1 month
- **Job rotation** of club staff, as a result of resignation → **staff reduction of 15%**
- **Customer loyalty** → Organization of outdoor activities in just 15 days

### Period 2012 - 2019

- Opening of **9 new clubs** → reached **120%** of members over target
- Selection and training of new sales staff, relocation of previous staff with different tasks → **+ 20%** increase in sales and **+ 25%** in membership renewals
- **30% reduction** of freelance instructors in order to keep the most valued by members and the most aligned with the company
- **Outdoor event** organization to give visibility to the brand in the city of Rome, low investment costs per marketing action and 600 participants
- Organization of a **weekend event** without financial investment reached 150% of new members with the participation of about **1.300** people
- Closing **Day Spa** and renting the facilities, eliminating personnel costs → from **-70K** to **+ 50K** of annual turnover
- Choice of **new suppliers** Cleaning saving 20% throughout Italy, maintaining the same quality of service
- Strong competition from **low-cost multinationals** with a consequent loss of turnover of **20%** → in just 1 year, recovery of revenues

### CLUB MANAGER - Rome / Milan

2006 – 2010

**Direct Report:** Regional Business Manager

**Managed Resources:** Product, Fitness, Sales, Junior Manager, Administration, MCM Manager, Customer Care, Day Spa Manager, Maintenance Manager, Operation

#### Main Projects

- Opening of the new club in Ostia → **4.750** members in the **first** year
- Milan club revenue increased → **+ 30%** with **6.300** members. In 2009 we **won the company award as the best Italian club**
- Making the Day Spa area → profitable at the end of 2010, turnover increased by **+ 40%** and the new Day Spa Manager was **awarded as the best Manager in her role**

### OPERATION MANAGER – Genoa / Rome

2004 – 2006

**Direct Report:** Club Manager. **Managed Resources:** Maintenance, Lifeguard, Reception, Cleaning

#### Main activities

- Cost Control
- Health Safety Management, Maintenance Team, Cleaning Team, Lifeguard Team
- Brand Standard Control
- Management of orders and supplies for the Club
- Coordination of external companies for eventual processing
- **Project:** construction of two new levels at the Genoa club to increase space

### TRAINER MANAGER - Genoa

2003 – 2004

**Direct Report:** Club Manager. **Managed Resources:** Personal trainer/ Gym instructors

### FITNESS FIRST ITALIA S.P.A.

2001 – 2003

Multinational Fitness company with 13 clubs in Italy. Employees: 300. Turnover: € 11 million

### FITNESS MANAGER – Vicenza / Bergamo

