

## curriculum vitae

Surname / First name

Address

Telephone

E-mail

Nationality

Date of birth

### TORNAGHI SIMONE

Via Olona 19 - 21013 Gallarate (VA) - Italy

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simone.tornaghi@virgilio.it

Italian

2<sup>nd</sup> November 1971



## Work experience

Dates

Occupation or position held

Main activities and responsibilities

Name and address of employer

Type of business or sector

December 2013 to present

Sales Manager

Starting to build relationship with the most important customers in the Italian market. Sales strategy and policy. Building sales agent network. Starting from scratch (startup company). I oversee all the firm's marketing and sales functions as well as the day-to-day operations of the business.

Wiko Italy srl

Smartphones

Dates

Occupation or position held

Main activities and responsibilities

Name and address of employer

Type of business or sector

January 2012 to November 2013

Country Manager Italy

Starting from scratch (startup company). Set up Italian branch of the TTI Group. Legal representative of TTI Floorcare Italia. Responsible for all areas. I oversaw all the firm's marketing and sales functions as well as the day-to-day operations of the business. Responsible for effective planning, delegating, coordinating, staffing, organizing, and decision making to attain desirable profit. Full responsible for P&L. Management of the Italian retail market creating sales agency network. I started working with the most important teleshopping and internet companies. Creating brand awareness. Set up after-sales / customer service for the Italian market. Ensuring the organization follows local laws and regulations. Ensuring proper financial controls are in place.

TTi Floorcare Italia srl – TTI Group

Small domestic appliances

Dates

Occupation or position held

Main activities and responsibilities

Name and address of employer

Type of business or sector

September 2007 to December 2011

Retail Manager

Working with key client accounts (Carrefour, Auchan, Coop, Finiper, Billa, Cisa, Conforama, Autogrill, Mediaworld, Unieuro, Expert, Mondadori, Poste Italiane, etc.). P&L Reporting, budget and financial planning, analysing sales figures and forecasting future sales volumes to maximise profits. Creating sales agent network (40 agents). Creating in-stores tv project. Developing products for retail market. Increased sales 100% year on year.

Mediashopping Spa - Mediaset Group, Cologno Monzese (MI), Italy

Retail / Teleshopping

Dates

Occupation or position held

Main activities and responsibilities

Name and address of employer

Type of business or sector

May 2004 to August 2007

National Key Account Manager

Worked with key client accounts (Food and Non-Food Big Department Store, Administrative and Government Offices, Public Companies, Booksellers, etc.). Management of sales process with agreed strategy and budget. Analysing sales performance against projected sales budgets. Area Manager of Area Nielsen 2 for 3 years. Interacted, organized and motivated the sales agents.

Giochi Preziosi Group, Cogliate (MI), Italy

Toys (standard and electronic)

Dates	November 2002 to April 2004
Occupation or position held	National Account Manager
Main activities and responsibilities	Spent the majority of my time in the customer's environment, building relationships and analyzing business processes to identify current and future customer needs and offer solutions. Maintained and increased market share.
Name and address of employer	Hobby & Work, Bresso (MI), Italy
Type of business or sector	Publishing
Dates	October 2000 to October 2002
Occupation or position held	Account Manager
Main activities and responsibilities	Worked closely with clients to determine the clients' needs and create budgets and schedules for meeting their accounts' needs and enforce deadlines for product development efforts.
Name and address of employer	Finson Group, Milan, Italy
Type of business or sector	Software
Dates	June 1998 to September 2000
Occupation or position held	Account Manager
Main activities and responsibilities	Developed corporate website and increase sales. During this work experience I reached CEO just before quotation in Italian Stock Market.
Name and address of employer	Softwing, Milan, Italy
Type of business or sector	Ecommerce
Dates	July 1997 to May 1998
Occupation or position held	Consultant
Main activities and responsibilities	Provide consulting (fiscal and administrative) and reporting for insurance companies.
Name and address of employer	AGP, Gaggiano (MI), Italy
Type of business or sector	Consulting

## Education

Dates	1990 - 1995
Title of qualification awarded	Bachelor in Economics
Name	Bocconi University, Milan, Italy
Dates	1985 - 1990
Title of qualification awarded	High school leaving qualifications
Occupational skills covered	Accountant
Name	ITCS "E. Tosi", Busto A. (VA), Italy

## Languages and competences

<b>English</b>	Fluent, written and spoken
<b>French</b>	Fluent, written and spoken

Key strengths, skills and abilities	Strong team builder and team leader in a customer service environment. Excellent ability to communicate effectively with both customers and staff. Proven ability to manage a complex business in a multi-tasking environment. Highly organized with problem-solving and analytical abilities.
Other skills and experiences	Former President of an Italian public company (40 mil € turnover, 80 employees) about waste management, gas and water supplier to the city (from 2006 to 2012).