

GIORGIO DALLA ROSA

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autorizzo il trattamento dei dati personali ai sensi del dlgs 196/2003

**BORN 04 July 1961
Married, no children
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**Born in Verona on July 4th, 1961.
Married, no children.**

PROFESSIONAL EXPERIENCES 1986-2020

At the beginning of my professional career, I have been employed for several years within the Fabric Division of W.L. Gore & Associates (owner of the brand Gore-Tex®), a multinational company where an extremely dynamic and innovative environment, gave me specific knowledge of textiles and garment manufacturing combined with a lot of opportunity to approach marketing and sales disciplines. This kind of experience, added to my aptitude for organization and logistics, gave me the capacity to cover with efficiency different roles not only limited in the garment's industry.

During my experience with W.L. Gore & Associates I had the opportunity to accomplish several often diverse and unrelated roles. Incorporating the company's principle of self development provided me with the opportunity and self-motivation to develop the necessary theoretical and professional skills required to accomplish the tasks. These situations required my use of intuitive skills, adaptability and creativity, these by paving the way to acquiring an aptitude for analysis, organization and result oriented action planning: qualities that proved of infinite value to my past and present positions.

The professional experience combined with the long term experience as expat, working in different cultural areas of the world, has built a multi-task multi-functional background that allows me to handle with effectiveness several job functions.

2014-today at the beginning of 2014 I've been contacted from GIVI (worldwide leader for motorcycle hard topcases) to make an analysis and evaluation of their manufacturing facility in Vietnam. In this factory the almost 200 employees produce about 150.000 motorcycle rainsuits per year for the global market of GIVI of this kind of product. The result of my study was the assignment as **factory operation manager** to address and solve the critical issues that made non profitable the factory. After one year of presence and intense work in Vietnam, we reached the break-even and my commitment has become a long term plan for the development and investment of Givi in the region. In the meanwhile we developed the competencies to start manufacturing soft luggage and my cooperation with GIVI has been going on also in this area. The long time presence in Vietnam gave me also the possibility to expand my knowledge of the Far East in terms of manufacturing and supply chain, establishing new connections in China, Vietnam and other countries.

2004-today Since when I decided to become an **independent consultant**, I took care of several customers in the largest variety of size and business. Maintaining a strong link with the garment industry, I act as Operation Manager for several clients, organizing and controlling their production and quality assurance process, mainly for Far East productions. My job is not limited in consultancy for the garment industry but also support to corporate organization and strategic thinking for marketing and sales. In some occasions I held trainings for team building and problem solving. Among several marketing and product introduction processes I am focused in some process of company's re-organizing in order to gain efficiency and cost effectiveness through return on investments analysis and optimisation of resources. As a personal challenge in **2008**, I decided to invent and develop a complete line of motorcycling apparel, starting from the design of the brand to the complete line of products (MOTOinfinito). With a small group of people I founded a Company to manage this business. The brand, oriented to a nice market, gained a very good reputation for innovation and practical fitness for use. Nevertheless, despite of enthusiastic acceptance from the clients, sales remained very small and the company has not been able to survive and grow in the current years of deep market crisis. The brand MOTOinfinito is still owned by myself.

1999-2004 I have been **Production Manger** for SALEWA, one of the largest European brands in the sportswear business and immediately after for SAMAS-MELLO'S. In both experiences I was responsible for the production of about 500.000 garments per year, of which I organized the supply of raw materials both for the external manufacturers as well as for the production facility owned by the company in other Eastern European countries (Romania and Poland). During the period with Salewa, I was also focused on the organization and modernization of the factory in Romania, where I was introducing modern management and new guidelines for human resource. This program integrated with the purchase, total remodelling and transfer of the plant to a new building of which I designed the logistic flows and organization.

1994-98 During the last four years with W.L. Gore & Associates I became **European Coordinator of Product Support**. This function focused on the organization of regional teams throughout Europe, allowed me to maintain contact with customers and manufacturers, with specific responsibility for solving their technical problems. In this position I contributed to the creation of testing and standardization procedures, as well as the improvement in customer service, when combined with my previous experience, this enabled me to be active in the resolution of safety and quality assurance problems, and the process of ISO 9000 Certification for the Italian headquarters.

1992-95 Project Coordinator: when the Company decided to purchase and remodel a building of 10.000 sq.mt., I was made responsible for the conversion of this building as the Italian Corporate Headquarters. During the initial phase of project development and budget definition I was responsible for the transfer of guidelines for logistic support and local needs to the consulting engineering group. Once the project started, besides general supervision, I was also in charge of cost control reporting directly to the CEO. At the end of the remodelling, I organized the headquarters' transfer to the new building and, for several months, I was responsible for liaison with the contractor's for building maintenance and procurement.

1988-92 Product Support Manager: I organized for the Italian Fabric Division the Corporate Product Support Team and the necessary structure of data base documentation, training and global inter-exchange - both for the apparel and shoe division. As Quality Assurance Manager I participated actively in the initiation of the "customer care" service, defining marketing aspects as well as procedures and policies.

1988-96 Account Manager: with responsibility for key customers I had to define marketing strategies, budget for advertising and promotion, forecast and target for sales. I also transferred the customer's needs to the R&D department in order to develop new products and services.

1986-88 Sales Support and Trainer: responsible for the product education and support of sportswear shop owner's and representatives, I developed the promotional system based on training, POS materials and stages.

EDUCATION, ADDITIONAL TRAININGS AND OTHER COMPETENCES

Education: **Maturità Scientifica** (some exams in Economia e Commercio)

Military service accomplished as Artillery Officer.

Individual or limited groups Professional Courses: Kaeser V1 (marketing and sales), Kaeser M1 (management), University of Delaware (English), Parlare in Pubblico in Ambito Comm. (H. Rauch - public speaking), Introduzione al Marketing (IPSOA), Global Business Intelligence (Strategie & Innovazione - databanks), Marketing e Mercato (Top Image Service - management), Theory of Constrains (E. Goldratt - production & operation management), Comunicazione Strategica (Akron - communication and management), Elementi di Statistica (SAS-statistics), From confrontation to negotiation (The Brandywine company - USA), Dinamiche d'impresa (IPSOA), Motivation & Team work (Top Management), Project Concept and follow up (GORE)

My Knowledge of the **English language** enables me to have the ability of conversing on the telephone and public speaking. Is currently my usual language in working environment.

Expert PC enthusiast I am an advanced user of PC' and Mac's programs, as well as several other software application in common use. I easily "learn by use" and have several years experience of wide range of business and photo editing softwares. I normally use Internet for communication and research purposes.

PERSONALITY AND HOBBIES

In addition to the above profile I can describe **my personality** as intuitive, creative, willing to change and innovative. I have an aptitude for problem solving through an analytical approach; combined with a strong individual and team motivation, which is highlighted in situations of fast development, where creativity and leadership are strong requirements. In addition, the experience in dealing with multi-national groups, either in product development or marketing decision making, is a solid background to manage complex logistics. My strengths include complex negotiation, accomplishing specific objectives and accurate and effective planning.

Hobbies and general interests, include a love of flying, photography, travel, motorcycling, reading and skiing. I posses a glider's pilot license and fly my glider at every opportunity. A large part of my vacation is taken up with photography, combined with my love for travel often made on long motorcycle journeys.