

## CURRICULUM VITAE

### PERSONAL INFORMATION:

Name: Michele  
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countries of interest: Italy, Vietnam, Middle East ( Dubai, Qatar ), Russia.

### PROFILE:

Head of global sales with more than 20 years of experience in international business, in more sectors for technological companies.

Gained a deep experience in national and international sales. Data driven and budget oriented, to achieve the sales goals, I study for every company the vision, the mission, the Swot analysis, I use balanced scorecard technic for design and measure sales kpi based on the strategy of the company in its market.

I use and introduce BI methods through dedicated systems or excell pivots to segment, measure, analyze, and increase results. with the logic "I get what I measure".

Experience of strategic introduction of CRM software inside the sales department to improve and share the knowledge of the customers, analyze the sales process from the leads generation to order and the post sales, analyze kpi, metrics, pipeline, touchpoints, funnel, sales and marketing automation, gamification technics for sales team engagement.

I use more channels of promotion ATL, BTL, social medias, seo, sem, exhibitions and fairs, agreements with public and private organizations, clubs, agencies, etc...

Education: MBA international – Marketing Management Michigan University Dearborn USA – Management of Fashion & Luxury companies certificate of Bocconi University Milano - Economics

Soft Skills: result oriented, parallel thinking, excellent time management, team builder, problem/conflict solver, open and multicultural mind, ability to manage resources and people, positive approach and motivator, always hungry to learn something new.

Other skills: marketing mix - electronics/Rf/IT - project management - sales kpi analysis - operations marketing & technology passionate

### CURRENT EMPLOYMENT:

November 2021 – Now

Director of Sales, Soplaya:

the sustainable, innovative, and disruptive tech-food company ( rank of first 500 world tech food start up ) With a marketplace [www.soplaya.com](http://www.soplaya.com), app and dedicated logistic, Soplaya connects farmers and chef. 350 manufacturer, 10.000 amazing products directly from farm to chef.

P&L responsibility, management of sales department, made by regional managers and local sales agents.

Introduction of B.I. for the analysis of sales performance, and business kpi, management of company by the technic of OKR, and review of them every quarter.

completely redesign of sales model ( Potential, Forecast, Activity plans ), sales network and re-focus on the Value Proposition, Vision and Mission.

average growth under my direction, first 4 month of 2022 vs 2021 - 2,5X and 25% month vs month ( Feb vs Jan, March Vs feb, and so on ). Best growth ratio of the company from its foundation in 2017. Forecast 2022 - 5,5 M vs 2,5 M of 2021.

### July 2020 – October 2021

Head of Global Sales, at Inox Fondi Srl,

Inox Fondi is the biggest Italian stainless steel dished head manufacturer, used in chemical, pharmaceutical, food&beverage, oil&gas, wine, beer and spirits, transportation, tanks manufacturing.

P&L responsibility, management of sales & marketing department, made by area managers and external sales agents around Europe, Russia, North Africa, Gulf.

Introduction of B.I. software in the sales dept with the target of extend it in all departments, with the technique of BSC, to have a management control systems based on data, to have in real time the most important KPI based on the strategy, mission and vision. Introduction of CRM Software.

Growth under my direction: 2019 - 9 M, 2020 - 9,7 M, 2021 - 13 M of Euro ( 2021 vs 2020 export +88%, Italian market +15%, global +37% and up to budget)

37% average growth - best growth of the company, and compared to competitors.

Export Quote from 33% of total 2020 to 46% of total ( October 2021)

Important activity of branding, defining Vision, Mission, Values, and communicate to the market our Value Proposition Vs Competitors, ( why we are different ).

What I learnt: How to re-design the Unique Value Proposition, to grow again in a defined business of a company with already 20 years of business, The management of change.

### PREVIOUS EMPLOYMENT:

June 2015 – June 2020

Senior sales manager Oem Customers and Head of Export dept, At Rch Group Spa

Rch is the first Italian manufacturer of cash registers and sw solutions for point of sales, In the group I covered different roles with growing responsibility.

from the June 2015 to December 2019 I was the General Manager of Data4 the business Unit of the group specialized in automatic cash machines, after I covered the role of Head of Export of all technologies made by the group, with sales in 38 different countries, included Vietnam.

I also covered the position of Senior Sales Oem Customer, for the top customers of the group.

Group turnover: about from 20 millions ( 2015 ) to 45 Millions of Euro (2019)

What I learnt: Think globally, and finance fundamentals

### December 2013 – May 2015

Smart Cities Business Manager for Abaco Spa, one of the most important Italian companies, specialising in services for collecting payments, smart mobility projects and parking management for Italian Public Administration and **Councils**.

The Parking Division of Abaco Spa, has in charge the parking management of more than 52 Municipalities with more than 20.000 parking spaces made by on-street and off-street parking.

Role Responsibilities:

- Business Development dedicated to management of on-street and off-street parking
- Business Plans
- Public Tenders
- Technology evaluation and analysis ( focus on innovative technologies dedicated to the concepts of smart cities )
- Operations
- Relationships with technological partners (national and international )

Abaco Spa counts about 250 employees, and collects payments for Italian Public Administration, Certifications: UNI EN ISO 9001, UNI EN ISO 14001, Italian Ministry of Finance for Public Payments services.

What I learnt: The business of services, be unique by the best integration of services

May 2010 – december 2013

Sales and Marketing Management for Nuraia Srl, a company specialising in electronic automation systems for car parks and access controls for tourist structures, large wellness resorts, fairs, public administration.

Role Responsibilities:

- Reaching sales targets;
- Maintaining good Commercial Partnerships with distributors/agencies both national and foreign
- Responsibility for sales/marketing and communications

Nuraia is a company formed by the same entrepreneur who founded the company I previously worked for.

What I learnt: What is really a start-up, building from zero: brand, customers, turnover, with limited resources but strong enthusiasm.

November 2007 - April 2010

I handled the Commercial Direction of Sacs S.r.l., a company specialising in the design and implementation of parking system worldwide.

Turnover Growth - first year + 25% , second Year +32%

What I learnt: fight with a budget, and rethink the sales model ( from installers to the Parking Professional services companies )

May 2001 – September 2007

Key Account Manager for Calearo Tlc Srl, division of the Calearo group that handles the realisation of Antennas and systems dedicated to the leading Telecommunication companies (Wind, Enel, Pirelli, Alcatel, etc...), handling the realisation of innovative systems dedicated to public administration, OEM, private companies in the field of civil and industrial automation, and important system integrators. The Calearo group counted 3 divisions: Automotive, After Market, Telecommunications, 350 employees, with an annual turnover of €55 million.

Role Responsibilities:

- Reaching the sales targets, through the commercial activity with executive clients;
- Being responsible for both commercial and technological partnerships with other Italian and foreign companies and providing the relative contracts;
- Direct collaboration with the marketing and communication areas for analysing the competition, defining the profile of new products/services and their launch ( catalogues, trade fairs, conferences...)

I joined the Calearo Group in May 2001, where I have had the opportunity to play several roles with increasing levels of responsibility, initially as an electronic designer in the automotive division (Calearo Antennas), then as Project Manager in the telecommunications division, then from 2004 as Product Manager, up to the position of Key Account which I held from November 2005 to September 2007.

What I learnt: the great school of Automotive: quality, organization, lean production, became a sales man.

#### January 2000 – April 2001

Assigned to electronic and quality control at COST.EL. Olmo di Creazzo, Vicenza (design/development of wireless alarm and home automation systems)

What I learnt: radio frequency and digital electronics:

#### June 1999 – december 1999

Technician\Sales at MOSELE ELETTRONICA S.r.l (electronic mounting services PTH and SMD technologies )

What I learnt: electronic mounting technologies:

#### July 1996 - june 1999

Soon after my Diploma in Telecommunications ( July 1996 ) , I worked before and immediately after my military service ( 1 year made as Firefighter ) for the gold company ORO VI, where I was employed in production as a preparer goldsmith and I began to develop my first sales experiences accompanying one of the shareholders on sales trips selling jewellery to wholesalers in the Czech Republic.

What I learnt: my first job, satisfaction of my first sales:

#### EDUCATION :

Master of Business Administration International Program at Cuoia Italy ( Cuoia is one of the most important and old business School of Italy ) , in cooperation with Michigan University Dearborn. (2017-2018)

Marketing Management – University of Michigan Dearborn USA – (2018)

Graduated from ITIS "A. Rossi" (Technical, Industrial, Institute "A. Rossi" ) Vicenza – Italy - Specialising in Electronic and telecommunications (1996)

In process: Economics of companies - University Unitelma Sapienza - Rome ( Italy 2021/2023 )

#### LANGUAGES:

- Italian: Native speaker
- English: Fluent b2/c1 ( written, spoken, and technical )
- Czech: medium level
- German basic

#### COMPUTER SKILLS:

- OS: Windows / Apple
- Office Automation: Word, Excel, Power Point, MS Project, Lotus Notes, Open Office Suite
- Management SW: AS400, Visual Galileo, SAP, Qlik View

- Web marketing: positioning and indexing the web through instruments such as Google analytics, adwords, CMS, e-commerce, social web-marketing.
- CRM: VTE/V-Tiger and other platforms for analysis of all sales dept process ( customers and services segmentation, sales force/agents/partners registration and targets, offers, sales forecast and results evaluation ).

#### SPECIALISATION COURSES/SEMINARS:

- Becoming a Salesperson taken through the Centro Produttività Veneto (Veneto Productivity Centre) (1999)
- Internet and Electronic Commerce taken through the Centro Produttività Veneto (1999)
- Project Cost Management Engineering and Cost Control taken through Bludis Rome, agency certified in teaching Project Management ( 3 days, July 2004 )
- FMEA ( Failure Modes & Effect Analysis ) analysis of ways and effects of product/process risks according to QS9000 taken in-house (March 2005 )
- PLM The integrated management of the life of the product, course taken through the Management Engineering faculty of the University of Padua, Vicenza Campus (June, 2005 )
- Pricing as a strategic business function, taken through the Centro Produttività del Veneto (31 January, 2006; lecturer Dr.Luca Farnetani – trainer in strategy, marketing and sales.)
- The impact that market changes have on strategy and the organisation of the sales network taken through the Centro Produttività del Veneto (7 February, 2006; lecturer Dr. Fabio Venturi, consultant – trainer in strategy, marketing and sales)
- Internationalisation of Contracts, joint ventures and aspects of International delocalisation 32-hour course taken through the Centro Produttività del Veneto (31 March, 2006 – 26 April, 2006; lecturers Guglielmo Verneau, Engineer and Riccardo Manfrini, Lawyer)
- Know the market: Research, seminar organised by Servizio Nuova Impresa ( Consulting Company ) (20 April, 2006; lecturer Dr. Rita Bonucchi, Industrial Marketing Consultant)
- Corporate Communication, seminar organised by Servizio Nuova Impresa (30 May, 2006; lecturer Dr. Ferruccio Cavallin, consultant in the psychology of communication as applied to corporations.)
- Managing Fashion & Luxury Companies by Bocconi University, offered through Coursera ( 18 May, 2015 ) Lecturers Erica Corbellini, Director Master in Fashion, Experience and Design Management SDA Bocconi and Stefania Saviolo Head of Luxury and fashion Knowledge Center SDA Bocconi.

#### PERSONAL INTERESTS:

I love reading books and magazines dedicated to technical subjects, I have a personal interest in the topics of economy, marketing and communication, Travels and know different cultures, cooking italian specialties and wine tasting

In compliance with the GDPR, I hereby authorize you to use and process my personal details contained in this document“.

Michele Stecca