



Marco Cinelli

Country Manager | Sales Director | Driving Growth Across Countries | Retail | Wholesale | E-commerce | Business Development

Lugano, Switzerland

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Languages

English (Fluent)

About

I am a senior director with a wide international experience in retail, travel retail, outlets, wholesale, e-commerce and business development in fashion and luxury industry.

I held successfully senior roles across Europe (Italy, Russia, Germany, Poland, Czech Republic, Hungary, Belgium, Slovakia, Balkans, France & The Netherland) with full accountability for P/L, managing teams of up to 360 members, 3000+ sales areas and 100+ retail stores.

I have an enthusiastic, proactive and self-starter attitude, very passionate about achieving results leveraging motivated and professional teams able to create unforgettable brand experiences providing outstanding customer service.

- Financial planning, sales forecasting and profit analysis
- Excellent communicator to all levels of stakeholders
- Operation management: multisite retail and wholesale
- Omni-channel integration and sales efficiency management (various retail formats & formulas, different technologies and selling methods)
- Team training, development & coaching in multicultural environments both in B2C & B2B
- Assortment planning and management with focus on inventory shrinkage control and optimisation
- Merchandising, planning, allocation & visual merchandising
- Analytical approach and quick to translate numbers into action plans, and execute them
- Business developing for new markets entry strategies
- Experienced in negotiating real estate contracts for primary locations
- Deep knowledge of Central & Eastern European fashion market
- Development and implementation of successful crisis management solutions
- Managing and implementing of MARCOMS programmes consistent with corporate objectives

Specialties: Czech Republic, Slovak, Hungary, Russian Federation, Germany, Belgium, Italy, Retail, Business Development, Fashion, Start Up, Budgeting, Marketing & Sales, Store Management, Retail Management, Sourcing, B2B, B2C, VM, Visual Merchandising, Real Estate, Marketing, CRM, Retail Operations, Wholesale Operations, Business Planning, KAM, Key Account Management, Crisis Management, Underwear, Omnichannel Strategy.

BRANDS WORKED WITH

- Calzedonia Group
- Esprit
- Sabbatical & Travel
- Sbw Stefano Braga Watches
- Transmec Group

Experience

● Sales & Marketing Director

Sbw Stefano Braga Watches | Apr 2021 - Now

First external Sales & Marketing Director in the start up, building up a global multi-channel distribution strategy
Seeking new partners and already secured distribution contracts in 4 new markets Defining a new consistent marketing strategy for physical and digital touch points



● Head Of Sales Bodywear

Esprit | Jan 2017 - May 2018

Designed a new commercial partnership for multi label accounts
Managed partnerships agreement with key accounts (Kaufhof, Karstadt, Amazon, Zalando) Trained the team to a more customer-centric approach

Created a standardised return policy
Optimised Customer Service



● **Global Channel Strategy Manager Bodywear**

Esprit | Mar 2014 - Feb 2017

Aligned bodywear strategy across all distribution channels
Merged bodywear retail and trade marketing strategy with Esprit global marketing strategy
Optimised merchandising and allocation strategy
Improved the product mix and price structure
Rolled out new Never-Out-Of-Stock assortment management system for all the channels
Launched new product concepts



● **Senior Manager and Executive Board member**

Transmec Group | Nov 2011 - Dec 2013

Defined the strategic plan 2012-2015
Redesigned the Group organisational structure
Developed and implemented market entry strategy in Russia, Byelorussia and Kazakhstan (established local subsidiary company, led staff recruitment and managed sales campaign)
Established a new global sales department (30 sales representatives)
Led the implementation of sales and CRM reporting systems
Managed top key accounts (Paul Smith, Technogym, Ferrari, Emilio Pucci, Nike)
Led the global marketing strategy and defined a new coordinated brand image

● **Global Traveller**

Sabbatical & Travel | Jan 2011 - Nov 2011

Sabbatical Leave
travelled around the globe

● **Country Manager Russian Federation, Czech Republic, Slovakia & Hungary**

Calzedonia Group | Jun 2001 - Dec 2010

Developed and executed market entry strategies (Czech Republic, Slovakia, Hungary)
Built, trained and managed local teams.
Implemented successful crisis management / turnaround strategy (Russian Federation)
100+ stores opened and managed in 4 different countries
Implemented franchising project in Russian Federation and Czech Republic
Defined standard reports for sales, marketing, financial and administrative areas
Managed countries structure of 20+ direct reports and 350+ store-based employees
Set up successfully Local Training Program

Education & Training

2008 - 2009

● **ESADE Business School**

Executive Master, Marketing and Sales

2008 - 2009

● **SDA Bocconi**

Executive Master, Marketing and Sales

1993 - 2001

● **Università Bocconi**

Business and Economics, Business and Economics