



Buonamici Carlotta

International Sales strategy manager

📍 Florence, Metropolitan City of Florence, Italy

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Languages

- Italian (Native)
- English (Fluent)
- Spanish (Basic)
- French (Work Proficiency)

About

Sales Strategies Development and Execution | Supplier Relationship Management | Product Launch Market and Competitors Analysis | Online and Offline Product Distribution | Leadership and Team Building

QUALIFICATIONS PROFILE Globally competitive, goal oriented, and customer-focused sales manager, offering extensive experience in account management as well as sales and business operations in fashion brands across large and small organizations. Armed with proven record of success in managing international clients' portfolio, defining customer and market dynamics and requirements, and penetrating growing new markets throughout USA and Europe. Known for lead-by-example leadership approach, dedicated to develop, train, and mentor competent teams to empower them to maximize their potentials toward achievement of common goal. Effective at establishing strong relationships with clients while collaborating with all levels of management. Multilingual in Italian, English, and French; conversant in Spanish.

BRANDS WORKED WITH

- Columbus Bb
- Elena Ghisellini Luxury Handbags
- Guess Europe
- Guess Italia
- Liase Accessories
- LUISAVIAROMA
- Pinko/crisconf
- Pitti Immagine
- Sufam Srl
- Texere Advisors Pte. Ltd

Experience

● Luxury and Fashion Sales Consultant

Texere Advisors Pte. Ltd | Jan 2022

Partnered with Disaya official prestigious Thai fashion brand known for its luxurious touches and highly sourced fabrics and unique collections. Supported Disaya in finding a suitable distributor in Europe to expand in the region.

● Key Account Manager

Guess Italia |

● Area Manager

Pinko/crisconf |



● Special Sales

LUISAVIAROMA |

● Freelance

Pitti Immagine |

● PR

Columbus Bb |

● Luxury and Fashion Sales Consultant

Sufam Srl | Jan 2020 - Jan 2021

Assume full responsibility for launching one of the company's fashion brand, Ji Won Choi, in the global market. Use strategic approaches in offering bespoke business development for luxury and lifestyles brands

● Luxury and Fashion Sales Consultant

Liase Accessories | Jan 2020 - Jan 2021

Took charge of developing a strategy to launch of handbags and jewels brand across medium and high market

- **Market Research**

| Jan 2019 - Jan 2020

- **Commercial Director**

Elena Ghisellini Luxury Handbags | Jan 2014 - Jan 2019

Managed online and offline distribution of the brand, and developed offline and online sales and marketing strategies while reporting directly to the President and CFO

Created collection construction related to strategy, range, and price
Provided assistance in developing a global product strategy for woman's leather goods based on the brand's creative direction

Performed analysis of market and competitors as well as sell-in and sell-out

Defined line-sheets, pricing, and e-commerce geo-pricing and administered e-commerce buying

Facilitated briefing of the collection in showrooms

Oversaw sales campaigns in different locations, such as Milan, Paris and New York, USA
Career Highlights: Drove substantial growth in turnover and of number of doors, from 7 in 2014 to 115 destinations in 2019

Successfully managed top accounts worldwide, including Neiman Marcus New York, Saks 50th Avenue New York, Bergdorf Goodman New York, George C Vancouver, Galerie Lafayette Paris, Joseph Paris, KaDeWe Berlin and

- **Area Manager Italy**

Guess Europe | Aug 2009 - Jun 2013

Reported to senior vice president Europe (SVP EU) and Italian commercial director (ICD)

Held accountability for the distribution of handbags and accessories in Italy, while handling 318 wholesale clients and 48 retail clients

Supervised a five-people team, which consisted of two sales accounts and three customer service agents

Conceptualized business plan based on criteria agreed upon by senior management, and executed and coordinated development of action plans in order to penetrate the market

Managed recruitment and performance of Sales Accounts team, and researched on new licensing retail stores

Conducted sales analysis and post-sales strategy definition according to the agreement with SVP EU and ICD

Presided over meeting in Switzerland to define sales strategy

Career Highlights: Served as driving force in increasing turnover by more than 11% between 2008 in 2011 Capitalized on expertise in handling key accounts including Andy-Crema, Butti-Como/Lecco, Maximilian Bressanone, Bussola-Mestre, Mengotti-Vicenza, Fango-MilanoMarittima, Streni-C.Marche, LaGalleria-Montecatini, and Pierre-Bolzano EARLIER CAREER