



# Salvatore Scotto Divetta

Executive in Luxury, Jewelry & Watches, Fashion, CX, Corporate Training, Sales

📍 New York, NY, USA

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## Links

[Website](#)

## Languages

English (Native)

## About

Luxury consultant who creates relationships with organizations to align with and support business initiatives. Builds and retains high performance teams by developing and motivating skilled professionals.

- Expertise in sales/corporate training and educational program development with a track record of reaching metric and process improvement goals.
- Strong interpersonal skills with proven success in leveraging educational methodologies to design, develop, and deliver successful training programs.
- Experience in customizing onsite and virtual trainings for individual and group instruction across retail and wholesale, offering differentiated brand and sales trainings based on organizational learning needs.

### BRANDS WORKED WITH

Bulgari Corporation of America   Darakijan Jewelers   Media Press Promotions

Orin Jewelers   Rolex Watch Usa   Tapper'S Diamonds & Fine Jewelry

## Experience

### ● National Trainer

Rolex Watch Usa | Jan 2017 - May 2022

Perform training and development for over 450 retail partners in the US

Manage and schedule the US market and conducted over 650 webinars during a 12-month COVID period

Orchestrate 400 in-person trainings and events

Proven track record of 20+% - 50+% sales growth in the quarter following trainings conducted in a market

Collaborate with executives for strategic planning, with immediate and long-term needs with in-person trainings across the US

Partner with IT department to overhaul the entire CRM database to a new system in 2 months

Facilitated the launch of an internal application across the US market within one month

Trained over 4500 owners, managers, advisors and watch makers personally

### ● Training Specialist

Bulgari Corporation of America | Jul 2015 - Jan 2017

Took charge of the ongoing training of boutique staff in 20 cities across North America

Implemented trainings on product, history/DNA, luxury experience, negotiations, clienteling/CRM

Created comprehensive and catered trainings based off the needs of each boutique

Collaborated with management to schedule and guarantee all staff immurement in materials

Led trainings with wholesale partners and attended events as a headlining speaker; top partners include Neiman Marcus, Saks Fifth Avenue, and Bergdorf Goodman

Acted as LVMH Training Round Table Member/Speaker



### ● Chief Implementation Officer

Media Press Promotions | Aug 2014 - Jul 2015

Supervised 5 cities of 12 management teams in each city to meet sales metrics

Strategized on how to implement products via AI

Hired and developed team strategies for territory expansion

Involved constantly with vendors to target projections

- **Sales Manager & Gemologist**

Darakijan Jewelers | Sep 2013 - Aug 2014

Achieved distinction of Top Sales Performer, grossing over \$1 Million in annual sales

Acted as the Diamond and Timepiece Specialist

Served as the In-house Gemologist

- **Accredited Jewelry Professional**

Tapper'S Diamonds & Fine Jewelry | Feb 2012 - Sep 2013

Grossed over \$1.25 Million in annual sales

Operated as the Trade Show and Event Specialist

Generated new leads for business expansion

Evaluated client repairs for shop descriptions



- **AGC Registered Jeweler**

Orin Jewelers | Jul 2010 - Feb 2012

Distinguished as a GIA Graduate Diamonds/Colored Stones

Generated \$500,000 in point of contact sales

Completed the Manager Track Program; working directly with CEO

Participated in the Hearts on Fire University Training

## Education & Training

2010 - 2022 ● **Gemological Institute of America**

Graduate Gemologist, Gemology

2003 - 2007 ● **University of Wisconsin-Parkside**

Communications, Bachelor of Arts