Dweet



Alberto Cristofoli

C-Level - Strategic Executive-Fashion, Luxury & Lifestyle | Consumer Products

31100 Treviso, Province of Treviso, Italy

Portfolio file

View profile on Dweet

Links

in LinkedIn

Languages

English (Fluent)

French (Fluent)

Spanish (Fluent)

Italian (Native)

About

Analytical and strategic Executive with bottom line achievements in growing prominent projects. Keen understanding of how to shape a brand, drive a profitable business, and take a company to its next level.

My international career has brought me wide-ranking

turnaround and relaunch of ailing enterprises.

In each of these fields I have achieved outstanding results, to the full satisfaction of stakeholders.

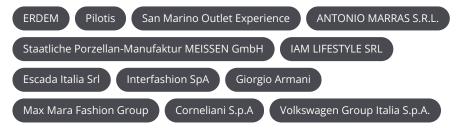
CHARACTERISTICS

- Strategist: natural propensity to identify suitable Business Model, Organizational Strategy and Industrial Vision.
- Leadership: I am used to working across multiple sites. I make decisions after hearing my direct reports and careful examination of the data.
- Excellent People Management Skills: team player, focused on training and development teams for continuous growth, strong loyal & commitment, won the respect of others through my integrity and desire to bring out the best.

AREAS OF RESPONSABILITY

- Manages the company's P&L, General Management, defines short/long term strategic plans by coordinating the first reports.
- Defines the international commercial strategy with respect to the company's business objectives.
- Guides trnasformation processes through strategic finance projects (M&A, PE).
- Defines the commercial budget with respect to the company's business objectives.
- Defines opening/closing/repositioning retail plan.
- Guarantees the vision strategy that will be defined and implemented through marketing and communication plans.
- Leads the operations structure with the aim of evolving and updating it with respect to the future development of the company.
- Oversees the strategic processes of creating corporate value and ethichal management.
- Guarantees the productivity of the company and the skills of the structure.
- Monitors the Kpi of the various company functions.
- Shares the implementation of improvement activities with the management structure.
- Develops and implements the business plan for the development of new business opportunities at a national and international level.
- Guides, supports and develops staff in operational management and internal growth, in order to have an articulated and shared vision, mission and strategica plan.
- Contributes to the implementation of managerial and objective management of the various company structures, bringing change and corporate culture.

BRANDS WORKED WITH



Experience



Strategic Global Sales Advisor - Member of the Executive Committee

ERDEM | Jan 2023 - Dec 2023

Support the CEO for the International Expansion of the Brand. Brand Strategy for Expansion - Business Plan 2024 - 2028 (Wholesale, Retail - E-commerce) - Introduction of Agents for USA, DACH, Scandinavia FY 2024 Sales +19% vs LY, +6% vs Budget



Member of the Advisory Board

Pilotis | Dec 2021 - Nov 2022

Support the CEO for International Business Development. Completed Projects for Etro Retail: Istanbul, Capri, Barcelona, Puerto Banus, Seoul, Tokyo Nagoya.

Projects for Calzedonia: Intimissimi NYC, Calzedonia NYC



Center Director

San Marino Outlet Experience | Apr 2020 - Apr 2021

Site start-up, Keep good relationship with the Republic of San Marino, Hiring & Training Staff, Implement Key Processes, Open the Center (July 2021).

Strategic Management Advisor

ANTONIO MARRAS S.R.L. | Jan 2019 - Dec 2019

Refine New Brand Strategy, Business Plan 2019 - 2023 (Wholesale- Retail - E-commerce) for Project Finance

Chairman & CEO Meissen Italia S.r.l

Staatliche Porzellan-Manufaktur MEISSEN GmbH | Jan 2015 - Dec 2017 Manage the Transition, Business Development



Chairman & Founder

IAM LIFESTYLE SRL | Jan 2014 - Dec 2023

Strategic Consulting | Brand Strategy & Expansion | Interim Management | Board Member | Turnaround | Private Equity | M&A

CEO & General Manager

Escada Italia Srl | Jan 2008 - Dec 2013

Manage the transition, Reorganize activities and revive the Business



Subsidiary Director - Member of the Executive Committee

Interfashion SpA | Jan 2006 - Dec 2008

Manage the Transition, New Business Development: Start-up Project HIGH

1989 - 2006 Licensee Marithé et François Girbaud.

From 2006 Owner HIGH Everyday Couture by Claire Campbell

Europe Retail Director - Member of the Executive Committee

Giorgio Armani | Jan 2003 - Dec 2005

Manage the Change: New Business Model, European Retail Business Restructuring, Productions aligned.

Président Directeur Général

Max Mara Fashion Group | Jan 1999 - Dec 2003

Company Start-up, Retail Business Model: from Franchise to direct Retail

Managing Director

Max Mara Fashion Group | Jan 1999 - Dec 2003

Direct Retail Management and Business Development

International Retail Division Manager

Max Mara Fashion Group | Jan 1995 - Dec 1999

WW Development and Management of Franchise, Subsidiaries with Agents.

Export Area Manager

Corneliani S.p.A | Jan 1994 - Dec 1995

Development of Wholesale and Management of Agents, Key Accounts - Product Quality Audit.

Area Manager

Volkswagen Group Italia S.p.A. | Jan 1991 - Dec 1994

 $\label{thm:management} \mbox{Management of Dealers - Spare Parts Production Supervision and Distribution.}$

Education & Training

1994 - 1994 San Diego State University

Sales & Marketing,

1993 - 1993 San Diego State University

Management and Business,

1985 - 1990 Università degli Studi di Verona

Bachelor's degree,