



Alberto Cristofoli

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

📍 31100 Treviso, Province of Treviso,
Italy

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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 transformation 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 ethical 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 strategic plan.
- Contributes to the implementation of managerial and objective management of the various company structures, bringing change and corporate culture.

BRANDS WORKED WITH

ERDEM

Pilotis

San Marino Outlet Experience

ANTONIO MARRAS S.R.L.

Staatliche Porzellan-Manufaktur MEISSEN GmbH

IAM LIFESTYLE SRL

Escada Italia Srl

Interfashion SpA

Giorgio Armani

Max Mara Fashion Group

Corneliani S.p.A

Volkswagen Group Italia S.p.A.

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

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,