



Marco Sbarra

Learning Experience, Performance and Innovation Manager

Milan, Metropolitan City of Milan, Italy

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Links

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Languages

Catalan (Basic)

Spanish (Fluent)

Italian (Native)

French (Fluent)

English (Fluent)

About

BRANDS WORKED WITH

- Accenture
- Avanzi (Forum per la Finanza Sostenibile)
- EMEA
- Gucci
- HCM SaaS Italy
- HP University (Graduate Program)
- Luxottica
- Oracle: HCM SaaS Italy

Experience



● Learning Experience, Impact & Innovation Manager

Gucci | Jun 2021 - Now

Within the Global Retail Academy, my mission is to:

- a best in class learning experience from a platform and content side
- team and learners performance, providing meaningful and qualitative reports linked with people & business KPI's powered by business intelligence technologies
- test and implement new technologies to increase the team productivity and innovate processes and learning offer



● Learning Experience Manager

Luxottica | May 2019 - Jun 2021

In my role within the Luxottica University, my mainly objectives and tasks are:

- game-changing trends and design an innovative agenda of Learning and Development projects
- and deliver learning solutions to meet current and future business initiatives and needs, providing inputs for training strategies, plans and content
- and own the delivery of the Learning and Development calendar, ensuring alignment to global programs and business needs
- and communicate the visual identity of the Luxottica University
- and execute tools and processes to onboard, educate, develop engage and retain talents

● Sales Executive

Oracle: HCM SaaS Italy | Jun 2017 - May 2019

I'm in charge of more than 400 enterprise companies from North to South of Italy, with a particular focus on retail, fashion and food&beverage industry. I'm managing the entire sales cycle including prospecting, products demo, negotiation, contract preparation and system implementation.

● Cloud Solution Specialist

HCM SaaS Italy | May 2016 - May 2017

My primary focus is to propose HCM solutions and services to existing Oracle customers and to prospect for new customers in the assigned territory or vertical. I'm managing the entire sales cycle including prospecting, products demo, negotiation, contract preparation and system implementation.

● Market Development & Events Coordinator

EMEA | Dec 2013 - Jan 2016

I'm responsible for the EMEA region in providing the right marketing strategy, marketing mix and marketing communications to achieve the segment business objectives within the budget assigned. This includes a wide range of external and internal marketing initiatives to increase demand generation, funnel migration, customer retention, segment awareness and market share.

- HP University (Graduate Program) | Sep 2013 - Oct 2013

HP University Barcelona is a "best-in-class training" delivered to excellent fresh graduates coming from all Europe. We have been selected only in 36 out of more than 800 candidates. Through this program, I will be actively participating in different training modules (Business insight, soft skills, marketing techniques, etc), using my knowledge to real business cases from a global perspective and working directly with our printer engines and technological solutions.

- Analyst

Avanzi (Forum per la Finanza Sostenibile) | Jun 2013 - Nov 2013



- Analyst

Accenture | Sep 2012 - Mar 2013

Education & Training

2010 - 2011

- University of Valladolid

Erasmus year, Economics

2009 - 2012

- Università Cattolica Milano

Market and Corporate strategies Master's Degree, Economics

2006 - 2009

- Università Cattolica di Milano

Bachelor of Economics, Economics