



Diana Stanga

Worldwide Sales Manager presso Parosh

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

Francese

Inglese

Russo

Spagnolo

Tedesco

About

Cheerful, well tempered and pragmatic. Determinate and able to work under stress and pressure.

Strong social and leadership skills allow me to reach high results in all my tasks

Love sports and travelling all over the world

BRANDS WORKED WITH

Alviero Martini S.p.A.

ARAV FASHION S.P.A.

Donna Karan

GIORGIO ARMANI SWISS BRANCH SPA

Ittierre S.p.A.

Kartell

MediaHook

Moschino S.p.A.

Parosh

SWINGER INTERNATIONAL SPA

Experience

● Worldwide Sales Manager

Parosh | Jan 2020 -

Worldwide Sales Manager

Management of business flows and processes of all departments and showroom manager

● Sales Area Manager

SWINGER INTERNATIONAL SPA | May 2018 - Dec 2019

Wholesale and Franchisee area manager for Versace Jeans, Cavalli Class and Genny for Russia, CSI, Central and Southern America

● Sales Area Manager

ARAV FASHION S.P.A. | Jul 2017 - Mar 2018

Area Manager for John Richmond, Silvan Heach, SH

Worldwide travel retail manager for John Richmond, Silvan Heach, SH



● Worldwide Fashion Division Manager

Kartell | May 2016 - Jun 2017

Worldwide head of sales of Fashion Division with the following duties

- Management of existing distribution
- Management, analysis and development of new strategies and distribution plans
- Definition of target and budget
- Pricing
- POS approval
- Selling campaign management
- Management of contracts with agents and customers
- Seasonal forecasts and analysis
- Product placement, approval/selection of all point of sales
- Cooperation, study, product research for collection development
- Analysis and monitoring of sell in, sell out and KPI for Key-customers
- Business development with wholesale partners
- Feedback on specific markets and areas and relevant needs towards the collection
- Benchmark and competitor strategies analysis
- Development of Shopwindows proposal and AD Campaign with communication office

● Area Manager EA 7

GIORGIO ARMANI SWISS BRANCH SPA | Nov 2011 - Apr 2016

Position of Account Manager for: Germany, Switzerland, Austria, Scandinavia, Holland, Eastern Europe, Russia, Central Asia, USA, Canada with the following duties:

- Management of agencies and sales people for each country
- Cooperation with GA subsidiaries (Germany, USA, Canada) and relevant

sales team and CEO

- Management of direct customers and partners (department stores, key partners)
- Start up of Wholesale business Project and building of a sale structure in Northern America and Scandinavia
- Planning and management of sales targets and budgets
- Seasonal forecasts and analysis
- Product placement, approval/selection of all point of sales
- Cooperation, study, product research with product manager and style office for collection development
- Cooperation with visual merchandisers and architects for personalizations of PoS and SIS
- Project leader for ISPO Fair (Munic)
- Responsible for Trade Marketing budget for EA7 BU
- Cooperation with finance and BU controller for sales analysis, selling campaign reports, budgets, revenues, forecast, report to AD and general management
- Responsible for sponsorization of Ski Schools and Gyms for by countries
- Discussion and management of contracts for chains and partners.
- Consolidation and strengthening of sales
- Analysis and monitoring of sell in, sell out and KPI for Key-customers
- Business development with wholesale partners
- Feedback on specific markets and areas and relevant needs towards the collection
- Benchmark and competitor strategies analysis

● Retail Manager

Alviero Martini S.p.A. | Jun 2009 - Nov 2011

- Worldwide Retail Manager
- Customer service
- Budgets building
- Business plans building
- Seller
- Management of mailers, orders, swaps, credit notes for all worldwide customers
- Buyer for all our monobrand boutiques
- Boutiques management
- Management of all Franchising Boutiques and corner shops
- coordination of all the appointments
- licences management
- analysis of sales campaign progress and retail/sales developments
- data gathering services
- general back office services
- sales analysis
- staff meeting and collections reports
- In Store Trainings
- e-commerce project
- Sissi Rossi Project

● Account Executive

Donna Karan | Jan 2008 - Feb 2010

● Junior Area Manager at Ittierre S.p.A

Ittierre S.p.A. | Jun 2006 - Dec 2007

- management of Worldwide clients for GF Ferré (Customer services and contact point between Area Managers, Showrooms and Clients)
- management of GF Ferré Sales budget (analysis and control of Budgets' Targets vs actual results)
- management of all Eastern Europe buyers and clients for all Ittierre brands
- management of new clients' acquisition process
- coordination of Eastern Europe clients' appointments for all ITTIERRE brands and show-rooms
- coordination of all foreign accounts for all brands
- analysis of sales campaign progress and retail/sales developments
- data gathering services
- general back office services

- **Account**

MediaHook | Feb 2006 - Jun 2006

Organization of public events and press review

- **Internship**

Moschino S.p.A. | Mar 2005 - Jan 2006

Education & Training

2006 - 2008 ● **Università degli Studi di Milano-Bicocca**
Teorie e Tecnologie della comunicazione,

2001 - 2006 ● **Università degli Studi di Milano-Bicocca**
Scienze della comunicazione,