



# Ercole de Cesare

General Manager - Global Sales Director

Milan, Metropolitan City of Milan, Italy

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## Links

[LinkedIn](#)

## Languages

English (Work Proficiency)

Italian (Native)

## About

I am a professional with proven experience as General Manager and Global Sales Director and have solid knowledge in the fashion and design sector, especially in the luxury world. I am a motivated and results-oriented leader with strategic skills and proven ability to successfully manage business operations. I am able to supervise and lead multi-disciplinary teams and develop strategies to improve efficiency and productivity. I am an effective communicator and skillful negotiator, able to build and maintain positive relationships with customers, employees and stakeholders.

### ACHIEVEMENTS

Signed 10 new distribution and agency contracts in the last 3 years

Signed distribution agreements in: Japan, Korea, Middle East!

Successful development of new markets for the brands.

Increase sales by 30% in 2021 and 2022 by introducing a new wholesale and retail strategy.

Start-up from zero to profitable in advance accordingly with the plan

Managed all the activities of the company together with the founder and shareholder, built a great team.

100ML USD License business in China and Taiwan

Double-digit growth per year in 2012-2017, I achieved the company's revenue target in advance

### BRANDS WORKED WITH

Consultant

Demanumea

First Canadian Title

Nava Design

Roberta di Camerino

Sabina Bilenko

Sixty Spa

## Experience



### Commercial Director

Sabina Bilenko | May 2021 - Now

- C-level strategic consultancy and business consultancy.
- Working with the founder (CEO) and shareholder to set up the company, rent a new office and hire new professional people in order to achieve the result.
- Managed a team of 10 people.
- In depth industry analysis, including market research, competitor analysis in Luxury.
- Development of action plans, opening new markets, commercial consolidation.
- Managed the company from zero to profitable 6 months in advance accordingly with the business plan.

[Meno dettagli](#)



### General Manager

Nava Design | Jan 2022 - Feb 2023

Highlights

Capsule collection created with RENZO PIANO a famous Italian architect. Achieved

30% increase in sales in 2021 and 2022 by identifying and converting new business opportunities through new distribution and agents agreements.

- Worked with cross-functional teams to develop and execute successful marketing campaigns, resulting in increased brand awareness and retention.
- Created detailed sales reports and forecasts to track performance and identify areas for improvement.
- Managed a team of 20 people (production, administration, sales, design and operation)
- Opened new market in areas, prepared presentation in order to introduce the brand to new partners (Japan, Korea, Middle East)
- Prepared detailed presentations and dashboards with market analysis; financial projections; compiled demographics, and competition data using MS Office
- Client Relationship Management: Establishing and maintaining long-lasting relationships with corporate clients for future expansion relocation plans, lease renewals, and other supporting real-estate requirements.

Meno dettagli

### ● Sales and Licensing Consultant

Consultant | Nov 2017 - Dec 2022

Various brand (Moschino - Ming Ray - Peuterey - Refrigiwear - Anna Virgili etc) Premium and Luxury Goods - Ready to wear and accessories

- Signed new distribution and representation agreements in new territories
- Collaborated with cross-functional teams to develop and execute successful marketing campaigns, resulting in increased brand awareness and engagement.
- Sales increase of 15% on average in my assigned territories (Japan, China, Korea, Southeast Asian countries, and the Middle East)
- Development of action plans, development of new markets, commercial consolidation.

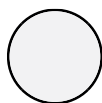
### ● Chief Executive Officer

Demanumea | Nov 2016 - Oct 2017

The only company in the world that produces unique art bags

- Working with the founder and shareholder to set up the company, rent a new office and hire new professional people in order to achieve the result
- Manage a team of 5 people and 20 different artists
- Signed cooperation agreement with various artists in Europe and the U.S
- Development of action plans, set-up strategic collaboration with a leather goods supplier
- Archive digitalization

[www.demanumea.com](http://www.demanumea.com)



### ● Chief Executive Officer

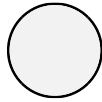
Roberta di Camerino | May 2011 - Sep 2016

An historical Venetian brand founded in 1945

- Provide visionary leadership to relaunch the brand in the luxury segment, set the strategic direction, in alignment with the brand's values, vision and long-term goals.
- Develop and execute comprehensive business plans that drive growth, market expansion and revenue generation across all product categories.
- Developing and securing Asian business through close relationships

with local partners.

- Increased licensed business in China and Korea of 20% per year, global turnover 100ML USD year.
- Managed a team of 20 people in Europe, 80 in China and 10 in Korea.
- Establishing a strategic business relationship with a Japanese company.
- Represent the brand at industry events, conferences and media appearances



## ● Marketing Operations Manager

Roberta di Camerino | Sep 2008 - Apr 2011

Marketing & Operations Manager per Roberta di Camerino Spa con responsabilità per lo sviluppo e il rilancio del brand a livello mondiale. Il ruolo riporta direttamente alla Direzione Generale per le seguenti responsabilità: • Definizione del business plan e marketing in collaborazione con il management • Definizione del briefing di raccolta partendo dall'analisi dei concorrenti alla composizione della raccolta sia in termini di commerciabilità e pricing • Contabilità per m2 dei nuovi concept store in termini di analisi del break even e funzionalità dello spazio espositivo • Definizione e gestione del budget marketing in accordo con il management, Product Marketing • Definizione della brand policy: etichettatura, sovrapposizione di prodotti in licenza, sia a livello distributivo che di prezzo • Analisi Sell-through e Sell-out di tutti i principali clienti e grandi magazzini al fine di supportare l'ufficio stile attraverso una corretta informazione di mercato • Difesa del posizionamento coerente con la tutela obiettivi dell'immagine di marca • Supporto e supervisione per lo sviluppo delle posizioni del marchio Management of the company start-up process, Operations Management, Market research, Forecasting, Business-to-Business (B2B), Product Management, Contract Management, Organizational Development

Meno dettagli

## ● Trade Marketing & advertising

Sixty Spa | Jan 2007 - Aug 2008

Trade Marketing and Advertising for the Miss Sixty, Energie, Killah & Sixty (Sixty Group) brands.

The role reported directly to the Brand Manager and the C.E.O. for the following duties:

- Definition and management of the advertising budget in agreement with the management
- Definition and management of the publicity campaign in connection with the Brand Manager
- Supervision of the photo shooting process
- Management of the POP material for the sales offices.
- Research of the Market Competitors
- Development of Trade Strategy

Meno dettagli

## ● Development of Trade Strategy

Sixty Spa | Sep 2005 - Dec 2006

Marketing and Communication PR for the Refrigiwear, Richlu e Baracuta (Sixty Group) brands.

The role reported directly to the General Management for the following responsibilities:

Definition of the Marketing Plan together with the Marketing Manager  
Definition and management of the Marketing and Communication Budget with the agreement with the Marketing Manager  
Direct Responsibility for the management of the events  
Defence of the coherent positioning with the protection objectives of the brand image  
Management of the Advertising Agencies for the brands

Meno dettagli

- **Marketing assistant**

First Canadian Title | Oct 2004 - Apr 2005

## **Education & Training**

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2004 - 2005 ● **Ivey Business School at Western University**

Business course, Business Administration

1999 - 2004 ● **Università degli Studi 'Gabriele d'Annunzio' di Chieti**

Master's degree,