



Alessio Nobili

Senior Wholesale Manager
Emea

📍 Milan, Metropolitan City of Milan,
Italy

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Links

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Languages

English (Fluent)

About

Dear HR Director,

I hereby submit to your kind attention my latest CV.

Leaving the curriculum, that I attach, the task of describing my path in detail, I share with you a concise illustration of my professional profile to allow you to check if I represent the ideal candidate for this or other open positions at the company you represents.

I gained a long experience in the retail and wholesale channels covering various key roles that have allowed me to consolidate my knowledge of markets, customers, products and work processes.

Over the years, carrying out a responsible job, I have shown that I can effectively use specific skills such as strategic mindset, target oriented and negotiation that have granted me a good level of operational and decision-making autonomy. The passion for fashion and design combined with my path helped me in my growth process.

By giving me available for an interview, I wish you good work.

Best regards,

BRANDS WORKED WITH

Stuart Weitzman

Prada

Cesare Paciotti

Experience



● Senior Wholesale Manager Emea & Far East

Stuart Weitzman | Sep 2023 - Now

Responsible for optimizing and developing the Wholesale and Franchising channels respecting company strategies and brand identity alignment. Excellent quality in managing customer relationships to optimize various flows and promptly address any issues, serving as the primary point of contact to maximize satisfaction and uphold brand distribution parameters. Develop of new partnerships with customers (franchising and multi-brand) as well as in shaping commercial policies.

- Planned and organized the sales campaign.
- Budget plan for each market and client.
- Selection and coordinate the sales staff.
- Selection of the must have products for markets and client.
- Supports customer buying processes to ensure the company standards (qty and quality).
- Develop and improve the quality of the assigned areas to ensures adequate market presence.
- Visual Merchandising activities for franchised stores and supports customer.
- Identifies new opportunities and establishes relationships with potential retailers to expand the presence.
- Responsible for continuously monitoring commercial performance of the independent clients.
- Provides feedback on the performance of the competitors for the Design departments.



● WW Commercial Manager at Car Shoe

Prada | Sep 2017 - Sep 2023

This position gives me the chance to coordinate the Retail and Wholesale channels with a support of a direct team and in common with Prada group; I participate actively at all the main activities link to Retail and Wholesale to stimulate the team, complete the task, and reach the target.

- Wholesale (Plan sales budget, Distribution, Managing the direct sales and through agent)
- Retail (OTB, Managing Merchandising, Visual Merchandising and Operations)

- E-commerce (Managing the E-Merchandising)
- Collection Merchandising (Developing new collection, capsule with the design team, pricing)



● **Retail Merchandising Manager Footwear, Asia and Japan**

Prada | Jul 2013 - Sep 2017

Coordinate the APAC buying team, define the must have, key items by areas, ensure a correct buying in both quality and quantity to achieve the company target.

- Manage the OTB and monitor the performances with the local team.
- Check the performance to optimize the result through transfer, replenishment.
- Analyze and visit the markets to verify potential, competitors and special needs.
- Developing new collection, capsule with the design team.



● **Retail Merchandising Manager Footwear, Europe and Eastern Co.**

Prada | Nov 2011 - Jul 2013

Coordinate the APAC buying team, define the must have, key items by areas, ensure a correct buying in both quality and quantity to achieve the company target.

- Manage the OTB and monitor the performances with the local team.
- Check the performance to optimize the result through transfer, replenishment.
- Analyze and visit the markets to verify potential, competitors and special needs.
- Developing new collection, capsule with the design team.



● **Prada & Prada Linea Rossa Footwear Sales Manager Men & Women**

Prada | May 2009 - Oct 2011

- Planned and organized the sales campaign.
- Select and coordinate the sales staff.
- Budget plan for each market and client.
- Selection of the must have products for markets and client.
- Develop and improve the quality of the assigned areas.
- Monitored the sellout and sell through of independent clients.
- Plan visits to monitor clients and verifying the possibility of developing new markets.
- Post sales campaign analysis to give feedback and suggestions for new products developments.
- Developing new collection, capsule with the design team.



● **Prada & Prada Linea Rossa Footwear Sales Manager Men**

Prada | Apr 2006 - Apr 2009

- Planned and organized the sales campaign.
- Select and coordinate the sales staff.
- Budget plan for each market and client.
- Selection of the must have products for markets and client.
- Develop and improve the quality of the assigned areas.
- Monitored the sellout and sell through of independent clients.
- Plan visits to monitor clients and verifying the possibility of developing new markets.
- Post sales campaign analysis to give feedback and suggestions for new products developments.
- Developing new collection, capsule with the design team.

● **CESARE PACIOTTI & PACIOTTI 4US Footwear sales Manager M/W, Europe.**

Cesare Paciotti | Jun 2005 - Apr 2006

● **CESARE PACIOTTI & PACIOTTI 4US Footwear sales Manager M/W, Italy.**

Cesare Paciotti | Sep 2003 - Jun 2005

Education & Training

- Istituto Paci
Diploma di Geometra,