

Natascia Randelli

Independent Consultant

Florence, Metropolitan City of Florence, Italy

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Languages

French (Work Proficiency)

Spanish (Work Proficiency)

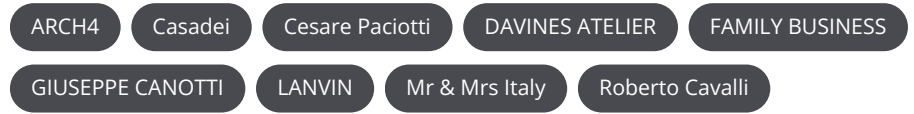
Italian (Native)

English (Native)

About

Business executive with 20-years accomplished experience in sustaining revenue and profit gains. Strong negotiation skills, problem solving ability and focus to identify opportunities

BRANDS WORKED WITH



Experience

● Agent for Americas

ARCH4 | Jan 2021 - Now

- Open, expand & establish wholesale distribution channels
- Strategized business growth
- Determine expansion's opportunities by analyzing weekly, monthly and quarterly sales performance
- Settle and maintain the right brand's positioning by conducting competitors study and creating merchandise plans
- Establish partnership with top retailers
- Plan and organize markets in New York, London and Paris



● Head of Wholesale

Mr & Mrs Italy | Jan 2018 - Dec 2020

- Develop plans and strategies for business growth
- Create a culture of success, ongoing business and goal achievement
- Plan and monitor the use of budgets and P&L impact
- Accountable for merchandise editing for North America
- Establish opportunities by analyzing business performances data
- Delineate collaboration and projects with partners



● VP of Wholesale

Roberto Cavalli | Mar 2016 - Sep 2017

- Elevated distribution positioning and increased profitability on annual-revenues
- Liable for entire division of all Women's and Men's product categories Women's and Men's
- Responsible for budgets planning, P&L , sales development and department's employees
- Accountable for the entire department functions from Customer Service, Logistics, Product Development, Pricing, Selling and strategic and brand's expansion
- Drove business by meeting revenue budgets and monitoring P&L margins
- Expanded business with Key Accounts by understanding market needs and aligning operations to deliver results.
- Enhanced relationships with all major retailers by strategizing and executing collaborations

● Independent Consultant

DAVINES ATELIER | Mar 2013 - Dec 2015

- Positioned brands in top US Department and independent stores
- Delineated business growth
- Streamlined merchandise development for specific market
- Competitors and sales analysis to detect brand's expansion opportunities
- Plot and drove wholesale distribution within specific channels
- Planned, organized and executed markets in New York, Milan and Paris
- Liaison for commercial, marketing and design aspects between the United States and production country
- Contracts negotiation

- Developed partnership/collaboration with significant and suitable parties



● Vice President of Wholesale

Casadei | Feb 2011 - Jan 2013

- Increased business and established partnership with main department stores
- Developed and executed annual strategic plans
 - Conducted business strategies through weekly, monthly and quarterly merchandise sales performance analysis
 - Optimized price structure and brand positioning through analysis of market and competitors
 - Responsible for editing and merchandising women's collection to satisfy market needs
 - Accountable for planning, organizing and executing all brand seasonal markets in New York and Milan
 - Continued focus on sales and customer service training
 - Planning of seminars, product knowledge sessions for retailers



● Wholesale Consultant

LANVIN | Jan 2009 - Jan 2011

- Consistently exceeded budgets
- Accountable for Italian market
 - Strategically merchandised presentation appointments to meet individual clients needs and expectations
 - Presented collection and executed buy by helping clients in balancing assortment



● Head

Cesare Paciotti | Sep 2001 - Nov 2008

- Tripled the business in one year period
- General Direction of communication and sales departments, managing a staff of 6 people, reporting to US CEO and Italian President
 - Collaborated with US CEO in media planning, sales strategies, seasonal projects and solely managed communication US budgets
 - Responsible for seasonal media planning and brand positioning
 - Liable for all special events; press wholesale and retail
 - Optimized merchandise selection for US market Director of Sales-North America
 - Expanded wholesale distribution for Cesare Paciotti main lines by opening new wholesale channels
 - Planned and executed presentations for North American and Canadian clients
 - Organized special events and staff training for department stores
 - Analyzed sales reports
 - Worked on product editing and offering with the Italian factory before every new market

● personal assistant

GIUSEPPE CANOTTI | Jul 1998 - Aug 2001

- Giuseppe Zanotti's personal assistant, Italy Jul 1998-Aug 2001 Established brand awareness in North America
- Assisted Mr Zanotti in all his tasks as Designer and Owner of the company
 - Supported him in directing his style studio, overseeing product development, fitting, managing designers and various researches
 - Helped him with business meetings, launches of new stores, business plans and on all his institutional press Management Coordinator - PR Manager New York
 - Created and set up press office for three different lines: Giuseppe Zanotti, Casadei, Roberto Cavalli
 - Established an extended media contacts, developed brand's names and product media placement
 - Organized and executed press and buyer's presentations, interacted with celebrities stylists, press directors and selected buyers
 - Executed market appointments, and followed up with all various aspects related to the order



● Foreign Accounts Manager

FAMILY BUSINESS | Jan 1991 - Dec 1994

Oversaw all orders including initial sell, payment terms, shipment and retail product performances

- Responsible for public relations with all foreign customers and assistance to buying agencies
- Developed sales with various market strategies
- Created and analyzed reports for the annual sell out to assess effectiveness of marketing projects