



Ileana Centorame

Leading Sales and Business Development • Creating value through Digital Transformation and Sustainability • Executive MBA

Goteborg, Sweden

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Languages

Italian

Spanish (Native)

English (Fluent)

French (Fluent)

About

I help organizations to meet and exceed their goals.

My +10 years' expertise encompasses all aspects of general business administration and sales management at global level with extensive experience in charting out sales strategies and contributing towards enhancing business volumes and growth, identifying and developing new accounts while maintaining and servicing existing customers, leveraging market intelligence to drive global sales strategy.

I have demonstrated skills in establishing and managing diverse business relationships while improving quality performance and satisfaction ratings. I'm well-versed in increasing market share, retaining key international clients, and exceeding aggressive revenue targets through outstanding customer-service and deployment of successful marketing programs.

I have proven expertise in identifying and capturing potential business opportunities and modelling and implementing products and services sales, contract negotiations and distribution strategies to infiltrate into new market segments. I am able to leverage strategic acumen and disciplined execution to inspire cross-functional team collaboration, building lucrative relationships, and mentoring and championing teams to achieve outstanding results.

Few highlights of my career are:

I streamlined customer service delivery processes and fostered professional relationships with clients resulted in achievement of customers rates of 76% USA, 11% Italy, 5% Canada, 5% Brazil, and 3% Northern Europe.

I promoted to sales and marketing manager for strategic sales and business planning, effective communications and marketing management, key sales projects execution, and contracts development and negotiation.

I led a team with strategic directions on effective sales and marketing planning, partnerships development, and business expansion achieving +10% market share acquisition.

I have been the first person to sell e-trucks and close contracts in Italy during the pandemic.

My approach has always been warm, sophisticated and structured: I aim to understand the basic "whys" and "hows" of a situation, challenge or opportunity.

Languages: Italian, Spanish, English, French, German

BRANDS WORKED WITH

Aurobay

Engel & Völkers

Engineering Consultancy Studio

Tenuta Fanti

Volta Trucks

Experience



● Expansion Manager

Engel & Völkers | Jul 2016 - Dec 2019

In charge of franchise agencies network: leading new opening projects and replacing non-performing partners.

Conducting market size evaluation of new territories and business planning; leading business development strategy and execution, marketing and development of strategic partnerships to increase scale. Recruiting of new license partners, contract negotiation, building local staff and helping in the initial setup.



● Sales & Marketing Manager

Tenuta Fanti | May 2013 - Jun 2016

In charge of market and competitor analysis, brand positioning and sales acceleration.

SALES. Responsible for overseeing, developing and executing the sales plan and accountable for the revenue plan and maximizing contributions;

leading negotiations with key stakeholders, as building and maintaining business relationships; and making price recommendations.
MARKETING. Responsible for leading strategy, planning and execution of all marketing initiatives; and developing a new image for the firm.

- **Executive Office Assistant**

Engineering Consultancy Studio | Sep 2008 - Jan 2013

2008-2013

Primary point of contact for clients, business partners, and suppliers, and managed front-line engagement with all prospects and stakeholders. Involvement in business operations with the purpose to keep everyone informed about what was needed to complete next steps to advance projects objectives. Accounting tasks including processing payroll and receivables and payables for clients, vendors, and consultants. Responsible of client database, incoming correspondence, schedule travel arrangements and meetings, and conduct research of legislative and policy projects.

2011

Leading collaboration with Europe Direct to inform agricultural enterprises about EU's Common Agricultural Policy (CAP) and support them applying for funding, grants and subsidies.



- **Business Development Manager**

Volta Trucks | Jun 2021 - Jan 2022

In charge of building the company's market position in Italy by locating, developing, defining, negotiating, and closing business relationships; help to achieve sales goals, identify new clients and develop strategies to increase sales and profitability.

Leverage customer relationship to become the face to the customer for all TaaS (Truck-as-a-Service) related questions, work closely with the TaaS team to deliver outstanding customer experience during their subscription, pilot and beta.

Represent Volta Trucks in Public Affairs by meeting with government officials, taking part in discussions on new regulations and subsidies. Interface to the legal team in case of any country wide contract adjustments.



- **Innovation & Business Modelling Manager**

Aurobay | Apr 2022 - Now

In charge of identifying new business opportunities, designing correlated business models for launching new products and services, and developing lean sales method.

Cross-functional project leader for market research, sales processes, market penetration and customer acquisition strategy.

Member of the Sustainability Board and commercial representative in Aurobay X.

Education & Training

2019 - 2021

- **Bologna Business School - Università di Bologna**

International executive MBA, Digital Transformation and International Growth

2013 - 2015

- **Università degli Studi di Siena**

MA Master European Studies (taught in English), Political science

2009 - 2013

- **Università degli Studi di Siena**

Scienze politiche e relazioni internazionali, Scienze politiche