



# Feliciano Sindoni

Business Development/Wholesale & Retail Specialist in the Fashion industry

Barcelona, Spain

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Languages

English (Fluent)

Spanish (Work Proficiency)

Italian (Native)

## About

Experienced Manager with a demonstrated history of working in the apparel and fashion industry. Skilled in B2B sales and negotiations, Fashion, Retail, CRM. Knowledge and experience in developing and implementing growth strategies in both product management and sales teams. Building international sales structure and brand awareness. Experience working with multi-disciplinary and international teams. Entrepreneurial spirit, creative mindset, leaderships skills, and the capacity to embrace and drive change.

### BRANDS WORKED WITH

ADOLFO DOMINGUEZ

Browns

Desigual

Gianni Versace

Mymesita

NOMAR

Salsa

United Colors of Benetton

## Experience

### ● Business and Strategic Development

| May 2021 - Feb 2022

E-commerce & Digital Marketing Development.  
International Strategic Planning.  
Wholesale Development.

### ● Business Development & Procurement

| Mar 2020 - Apr 2022

Expansion and business development. Marketing. purchase and supply. Processes of acquisition of goods, services and works. Optimization of processes for the financial and economic balance of the company.

### ● Country Manager

Salsa | Mar 2017 - Jun 2019

Expansion and development of the brand. Selection of the Sales Agents and local partners. Develop sales negotiations with the distribution network. Manage the company activity in the Italian market: sales & revenues, margins, rentability, investments and development. Supervise the commercial agreements. Secure and supervise the services of technical assistance, after-sale and commercial management.

### ● Entrepreneur - Sales and Marketing Manager

Mymesita | Sep 2015 - Mar 2017

Country Manager Salsa Jeans Expansion and development of the brand. Selection of the Sales Agents and local partners. Develop sales negotiations with the distribution network. Manage the company activity in the Italian market: sales & revenues, margins, rentability, investments and development, Supervise the commercial agreements. Secure and supervise the services of technical assistance, after-sale and commercial management. 09/2015 - 03/2017 - Barcelona, Spain Entrepreneur - Sales and Marketing Manager Mymesita Commercial: E-Commerce (B2C) -Web (Prestashop platform)  
-Web Master: maintaining and updating the online store, texts, stock, products pictures, SEO ( Search Engine Optimization). E-commerce selling platform: Amazon, Ebay, etc. agency. Logistics: tracking of orders and shippings. Coordination of the logistic Commercial: B2B Research, Contact, Negotiation and Coordination of the Wholesale clients in Spain.  
-Coordination and cooperation with online stores during online selling campaigns (National and international). Marketing (online & offline):  
-Responsible of text & photo illustrations of publications on different social media (Facebook/ Twitter/ Pinterest/Intagram) and blog (Wordpress).  
-Development of SEM (Search Engine Marketing) working on the online store position using Google Adwords. Production & Logistic:  
-Tracking and working on the import of the orders from Indonesia, together with an import agent until 2013.



-From 2013 we decided to move the production in Spain so I was responsible to search and contact suppliers and service companies. Establishment and development of the production with Grupdem (Montmeló) As an entrepreneur there are many more tasks that I covered, however, what I mentioned above are the most important.

The logo for Desigual, consisting of the word "Desigual." in white text inside a black circle.

### ● Senior Key Account Manager

Desigual | Sep 2014 - Aug 2015

ITALY & SWITZERLAND Start-up a new project and set-up a new market and staff. Contact and negotiate strategic selling spaces in Swiss department stores Manor & Globus. Negotiation of the rent of selling spaces, negotiation of Royalties, supervising the operating and trading account.

### ● Co-Founder

Mymesita | Jun 2011 - Sep 2014

Design, production and commercialization of mymesita a product with an exclusive design in wood. An artisan product made in Barcelona, Spain. Mymesita is a project, started in 2011, that was designed to sale an exclusive and stylish product with two main channels: E-Commerce and Wholesale. Development of all the business aspects: Commercial and Marketing (online and offline), Production & Logistic. Commercial: E-Commerce (B2C)

-Web (Prestashop platform) Web Master: maintaining and updating the online store, texts, stock, products pictures, SEO ( Search Engine Optimization). E-commerce selling platform: Amazon, Ebay, etc.

-Logistics: tracking of orders and shippings. Coordination of the logistic agency. Commercial: B2B

-Research, Contact, Negotiation and Coordination of the Wholesale clients in Spain,

-Coordination and cooperation with online stores during online selling campaigns (National and international). Marketing (online & offline):

-Responsible of text & photo illustrations of publications on different social media (Facebook/ Twitter/ Pinterest/Instagram) and blog (WordPress).

-Development of SEM (Search Engine Marketing) working on the online store position using Google Adwords.

The logo for Desigual, consisting of the word "Desigual." in white text inside a black circle.

### ● Senior Key Account Manager

Desigual | Aug 2007 - Jun 2011

Opening and implementing a new business channel Department Stores in Italy. Contact and negotiate strategic selling spaces in the Italian department stores ( La Rinascente, COIN, OVIESSE). From the first contact (in fashion fairs and fashion events) to the negotiation of the rent of selling spaces, negotiation of Royalties, supervising the operating and trading account. Creation and coordination of the Italian team (more than 150 workers between sales assistant and coordinator) Manage the working team and the coordination of projects, expansion, sales analysis, managing and optimization of products and Human Resources and management of budgets. In charge of the openings and coordination of the "shop in shop" in concession agreements. Managing 200 "shop in shop" with Full-time and Part-time sales assistants. I participated during the entire development and growth of the brand in the Department Store channel in Italy from the commercial prospective, sales and marketing. Business volume: 20 millions Euro/ year.

The logo for Desigual, consisting of the word "Desigual." in white text inside a black circle.

### ● Country Manager

Desigual | Jan 2005 - Oct 2007

I was in charge of the Italian market. The brand had no prior experience or presence in this country so I was in charge of research and contract Sales Agents and the business development in Italy. Manage and coordinate 13 Sales agencies distributed on all the territory, Implement, control and positioning of the brand and products in the sale area. Weekly visits to the agents and wholesale clients to ensure the brand positioning, to establish and reinforce the work relations with the agents and reinforce the sales relations with the wholesale clients. Opening of new business channels " consignment" and " concession".



- **Megastore Director**

United Colors of Benetton | Oct 2002 - May 2004

In charge of all the functions related to a Store Director: motivate and optimize Human resources, budgets managements, achievement of the weekly and monthly sales objectives. Direct contact with the providers and the maintenance companies of the building (3500mq / two floors). In charge of 25 employees between sales assistants, warehouse assistant, cashier and three floor managers.



- **Floor Manager**

ADOLFO DOMINGUEZ | Jan 2001 - Jan 2002

Floor manager woman section. <https://www.adolfodominguez.com/es-eu/>



- **Store Manager**

NOMAR | Jan 2000 - Jan 2001

Luxury Leather accessories & apparel

- **Store Manager**

Browns | Jan 1998 - Jan 1999

Store Manager (Luxury multi Brands) : Retro, Armani, Cavalli, Missoni, miaki, Prada

- **Retail Assistant Manager**

Gianni Versace | Jan 1996 - Jan 1998

Gianni Versace Atelier, Old Bond street, Londres W1 Brands: Gianni Versace, Versus / V.J.Couture, Istante