

# Enrico Russo

Sales Manager EMEA

📍 Florence, Metropolitan City of Florence, Italy

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## Languages

Italian

Portuguese

English

## About

Experience: about 20 years of experience in the commercial area for the EMEA and WW markets, specialized in the Fashion sector. Business Area: covered several commercial roles into Sales, Sales Operations, Customer Service and supported others like Digital and Retail. Channels: Dealt with Distributors, Wholesalers, Intercompany, Agencies, Retailers and Key Accounts, over 60 EMEA countries with a turnover managed up to \$50Mil. GTN: Keep Improving GTN process and increasing Order Conversion of an average of 20% yearly.

### BRANDS WORKED WITH

Burberry

GHD srl

H&M

VF

HYDROGEN

## Experience

### ● Sales Operations Manager

GHD srl | Jul 2020 - Now

Working shoulder to shoulder with General Manager and Sales Director, due to increasing of the business, I am responsible to bring the company to higher level by adopting a more structured way of manage customers, employees and resources.

- Based on Sales strategy, with the help of 10 employees I manage, I have created from scratch and keep implementing reports, forecasts and analysis in order to monitor sales and company performance in a simple a clear way
- I have restructured departments like Sales Operation and Customer Service in terms of way to work, tools and mindset, giving a more corporation approach.
- Directly dealing with Key Accounts like Amazon, Sephora, Rinascente and 10 Area Manager, 90 Sales Rep I keep looking for better way of working with those, by creating new win-win procedures, better monitoring tools and increase the level of communication.
- Training, mentoring, motivating and inspiring my teams with the aim of making them improving their analytic and problem-solving skills and eventually quality and speed on handling issues.



### ● Sales Operations Manager Italy - VANS

VF | Jan 2018 - Feb 2020

Sales Coordination: coordinating 2 Wholesales Rep, 3 Key Account Manager and 8 Agencies, making sure to keep them aligned to brand strategies, respecting forecast, buy calendar, selling rules, customer segmentation, etc.

- GTN: as responsible for the GTN process in 2019 I have improved the GTN process increasing conversion of 22% (+€10Mil).
- Sell-in: adding value to the Sell-in campaign by helping sales force on feeding customers with strategic and operational information.
- Sell-out: handling and monitoring Sell-out for Brand's focused Key Account (Intersport, Trops, Game 7, Bata, Scout) and products, making sure the performance would be kept high and eventually taking action.
- Sales Analysis: anticipating sales and operational issues, by closely monitoring market performance and opportunities through, SWOT analysis, sell-out tools, creating very powerful sales reports and very realistic monthly/quarterly forecast.
- Communication: ensuring the continuation and enhancements of communication between Sales, Credit and Customer Service Depts in order to create synergy and effective way to work.
- Sales Meeting: organizing and driving one to one meeting with agents, to discuss several topics (targets, forecasts, strategy, etc.).
- Other selling activities: supporting Country Manager on forecasts sales revenue, presentation, creating new processes and on general business management.



### ● Sales Manager Distributors & Emerging Markets - EMEA

VF | Dec 2010 - Dec 2017

Due to the high frequency of changing Sales Manager, during these years I have been called several times on covering this role and for a temporary period up to 6 months (never officially accepted due to family issues).

- I was directly working with Distributors, Intercompany and Licensee for a turnover of about \$50Mil. Supporting the Business and Distributor's Sales Managers to identify areas of growth, to create plans for capitalizing on short and long-term opportunities and create consistent processes. Maintaining and building solid long-term relationship. Making sure they keep aligned to brand strategies, respecting the forecasts, deadlines and development plans.
- Customer acquisition: I followed the entire distributor acquiring process, from selection to sign of the contract.
- Sales meeting: organizing and driving one to one meeting with each Partner, to discuss several topics: targets, forecasts, strategy.
- Market Visit: periodically visiting countries to oversee the work made in the shops from the Distributors, also to give a closer look at the market health and trends.



- **Customer Service Manager Distributors, Emerging Markets & Strategic Account**

VF | Dec 2010 - Dec 2017

- Forecasting: creating a very realistic forecast by market, generating healthy growth and building trust.
- Market Visit: periodically visiting countries to oversee the work made in the shops from the Distributors, also to give a closer look at the market health and trends.
- Partner Ship Store: when requested, I supported Partnership Manager during the opening of a new PSS on the Distributor's markets and monitoring performance (UPT, ATV, etc.)
- Coalition Projects: I have coordinated the implementation of a new shipping flow from European warehouses to RUSSIA, working across brands (VANS, The North Face, Napapijri) and across countries. I also created a coalition manual.
- Strategic Accounts: Supporting Strategic Accounts Manager with Amazon and Director with Foot Locker on the daily activities. Working closely to the Digital Account on Optimizing consumer navigation & product discoverability. Improving synergy between Sales and Operation Departments (Customer Service, Supply Chain, Planning, Sourcing) Analyzing client's internal business processes to suggest improvements to existing products or functionality. Working on 3P project with the objective of better control customer's sold products.



- **CS Rep Senior Distributors, Emerging Markets & Strategic Account - EMEA - VANS & REEF**

VF | Dec 2007 - Dec 2010

Customers Management: I was directly working with 20 Distributors, 3 Strategic Accounts (Amazon, Foot Locker and JD), 1 Licensee and 4 Intercompany, I was Following the whole order processing and Supplying them with the tools (reports, line lists, price lists, products info, product launches, etc.).

- Distribution Channel: constantly training and supporting Partners on respecting the channel assigned, when placing orders.
- Shipping: supported by Sourcing Dept, I was supervising the shipment process ensuring over 90% of goods delivered.
- Laboratory Testing: driving the whole testing process of the goods exported to Egypt and Saudi Arabia markets.
- Reporting: nominated Business Intelligence Key User, using COGNOS 10 (Web based too) to create powerful reports which helped all CS Dept. (50 employees) and Partners to improve the level of the orders management of 30%.

- **WW Customer Service Manager**

Burberry | Oct 2004 - Jun 2007

Directly reporting to the President:

- Constantly building and enhancing processes and way to work with a team 4 Customer Services I was responsible for.
- Managing relationship with 400 worldwide customers for the British fashion company Burberry, for which we were producing ties.
- Optimizing customer service in order to retain and increase business from both new and existing customers and coordinating the activities

between the divisions involved on production, packaging and shipment of goods.

- Maintaining operational excellence throughout the supply chain to support sales objectives.



- **Floor Manager**

H&M | Dec 2000 - Aug 2002

Coordinating 5 associates and the daily activities in specific areas of the store.

- Monitoring performance: UPT, ATV, associate's targets, daily/weekly targets, etc.

- Leading, coaching, driving and inspiring associates within a designated area.

- Assisting the Store Manager in delivering a premium consumer and employee experience.

- **Sales Manager EMEA**

Hydrogen Luxury Sportswera | Dec 2023 - Now