

CURRICULUM VITAE
SIMONE SANTINI

PERSONAL INFORMATION

Name Simone Santini
Address
mobile phone
E-mail address simsantini23@gmail.com
Nationality
Birthday

WORKING EXPERIENCES

- **Date** From 2020 to date
 - **Company** **FILENI SPA** – Cingoli (MC)
 - **Business Sector** Food Industry
- **Job Position** **GENERAL MANAGER - CCO**
 - **Main tasks and responsibilities** Member of Executive Team, responsible of the medium-long terms strategy with the aim of enhancing the equity of the Brand by making industrial processes more efficient. Setting objectives, kpis and strategies for the organization driving business expansion and innovation. Fostering Company transformation journey: be more agile and faster through a cross-functional approach. Moreover, I'm directly responsible for sales, marketing, R&D, biz_development, planning.
 - From 2022
- **Job Position** **CHIEF COMMERCIAL OFFICER**
 - **Main tasks and responsibilities** Member of Management Team, responsible for SALES, MARKETING, R&D and BIZ_DEVELOPMENT/PLANNING, driving a business >600Mil€ and Brand strategy. Sales Director, Head of Marketing, R&D Director, Sales Brand Strategy Manager, Biz_Development are part of my first line managing a strong team of about 200 people. P&L and MWB responsibility. Team development, long term vision and strategy definition with the aim to create a new Brand positioning supporting all industrial processes. Main tasks: driving efficiency and sustainable growth through all our business channels FMCG, Food Service, B2B, eCom, Retail, Normal Trade elevating FILENI Brand perception leveraging a clear marketing strategy.
 - From 2020
- **Date** From 2005 to 2019
 - **Company** **ADIDAS SPA** – Italy, Monza (MI)
 - **Business Sector** Sporting goods
- **Job Position** **VICE PRESIDENT SALES adidas e Reebok | Sport & Fashion**
 - **Main tasks and responsibilities** Member of South Europe Management Team and Europe Executive community. Main responsibilities: Design business strategy mid-long term (SBP2020); P&L responsibility, guarantee adidas and Reebok 422Mil€ net sales and margin. Wholesales channels management: Strategic Key Account (including Sell-out Sales Force), Field, Specialists, Fashion, B2B and Licensing. My first line consists of: #4 Sales channel Directors + Customer Service Director + Sales Coordination Director + Assistant Sales Working budget management: marketing investments focused on in store activation, e-commerce pure players, account marketing plan. To align local strategy to Global sales vision sharing policies and sales best practices. People management: is one of my key focus managing more than 150 people. **Digital Partner Commerce strategy implementation: online business development**
 - from May 2013 to 2019

KEY ACHIEVEMENTS:

- People Development (in the last 2 years) → 10 promotions 20 rotations 3 expat
- +160Mil€ NS growth and 4years double digit growth in a row
- Market leadership in Fashion & Lifestyle market and Football
- E-Tailing project & HC management → reduction -22HC in the last 3 years
- Key City attack → +49% NS 1H 2017 WHS Biz | TZA +33% NS
- TT reduction -3,5pp in the last 3 years
- Future Market Place implementation → -0,6pp on top vs WE ambition
- DCC Development
 - o 2019 +2,0% vs PY | BDG achieved
 - o 2018 +11,0% vs PY | +2.0% vs BDG
 - o 2017 +12,2% vs PY | +1,2% vs BDG
 - o 2016 +11,6% vs PY | +14,1% vs BDG
 - o 2015 +18,0% vs PY | +16% vs BDG

• Job Position

- Main tasks and responsibilities from June 2011 to May 2013

BUSINESS DEVELOPMENT DIRECTOR SOUTH EUROPE

Member of Management South Europe (12 countries).

Reporting to the South European MD, my role was to support the overall activities aiming to ensure a profitable and sustainable market share growth for both brands (adidas & Reebok) in the area (Italy, Greece, Croatia, Slovenia, Cyprus, Serbia) by the development and implementation of new strategic business concepts (reflecting Sales/Marketing/Operations) with the key stakeholders.

An additional task was the definition and implementation of the ROUTE2015 Global Strategy involving all the countries in the area.

Key Responsibilities:

- Definition of a cross functional and multinational 5-year business plan aiming to boost the Brands performances in the countries both on the Performance and Lifestyle business;
- Define the strategic priorities within the Management Team and align them to the Global plans;
- Coordinate the GTM strategies between the two Brands in every country;
- Assess the requirements and lead the change (in the business processes and organizational evolution) in order to meet the Brands, markets, customers and consumer expectations.

• Job Position

- Main tasks and responsibilities from June 2008 – to June 2011

FIELD DIRECTOR adidas & Reebok

Sales Management: strategy definition and business development through a team of 4 Area Managers, 1 Head of Sales Specialist, 43 Sales Representatives., 25 Agents, 1 "small" customers responsible + 1 sales assistant.

Main activities:

- business management and development: Net sales 160 millions Eur (3.100 customers);
- definition of strategy, budget and TGT for the sales organization of the channel. Trade investments and P&L management.
- Alignment with the HQ in order to apply and follow the international strategies. Leadership of new procedures/activities tested in Italy and then applied to other countries.

CHANGE MANAGEMENT: Sales Force reorganization from agents to direct sales force.

Reorganization of the "Specialists" channel and organization of the new dedicated sales reps.

The sales force reorganization has been a very meaningful change, with a great impact on the overall strategy of the Company.

Last Tgt Achieved in term of NS: 2011 vs 2010 adidas +12% e Reebok +52%.

• Job position

- Main tasks and responsibilities from Jan 2005 to June 2008

HEAD OF FRANCHISING EUROPE

Western European retail management: my role was the creation, full coordination and responsibility of the new team in charge of defining the new Western European guidelines for the Retail Franchising network, managing the transition from the old to the new structure and ensure the new openings according to an integrated schedule.

The multinational team consisted of 7 people.

Key responsibilities:

- Research of partners to involve in the new franchising project, business analysis

- and selection;
- Real estate management;
- Trading and contracts strategy definition;
- Omnichannel activation and inStore marketing strategy.

Achievements: from February 07 to June 08 a total of 16 new mono-brand stores have been opened with a plan of further 25 by the end of 2008 in 6 European countries
Overall managed business: over 40 million Eur (Net Sales).

<ul style="list-style-type: none"> • Date • Company • Business type 	<p>2003 –2005</p> <p>L'OREAL GROUP</p> <p>Cosmetics</p>
<ul style="list-style-type: none"> • Job position • Main tasks and responsibilities <p>2005</p>	<p>Head of Sales Italy LA ROCHE POSAY</p> <p>business strategy definition and business development of the Brand through the management of a sales team of 12 sales reps + 8 scientific informants (for doctors and dermatologists).</p> <p>Main activities:</p> <ul style="list-style-type: none"> - Business management and development: net sales 30Mil€ (1.700 customers); - P&L management; - Marketing budget management - Key strategic customer management, buying groups and wholesalers; - Management and definition of contracts with buying groups for the 3 brands of the COSMETIQUE ACTIVE division (La Roche Posay, Vichy and Inneov). <p>My position referred to the GM</p>
<ul style="list-style-type: none"> • Job position • Main tasks and responsibilities <p>2003-2004</p>	<p>VICHY Head of Sales Development</p> <p>Sales strategy definition and business development with the key strategic customers. Responsible for the wholesaler national key accounts and sales administration. Net sales managed and under my direct responsibility: 20 millions Eur. Project leader for the SAP project implementation in Cosmetics Active.</p>
<ul style="list-style-type: none"> • Date • Company • Business type 	<p>1997 –2003</p> <p>FILENI Group – Jesi (AN)</p> <p>Food Industry</p>
<ul style="list-style-type: none"> • Job position 2000-2003 • Main tasks and responsibilities 	<p>Head of Sales FOOD SERVICE Division</p> <p>I dealt with the carrying out of the new FILENI FOOD SERVICE project, developing and planning the new division activity, while managing the customers in Italy and Europe. This has been a real great experience implementing a sort of “start-up” inside the Group. During a period of three years my division reached a total sale of about 9Mil€ (starting out of nothing). New sales organization set-up: 2 area managers, 2 commercial assistants and 10 agents. New products development for Ho.re.Ca. Key achievements: agreement with Autogrill, Sodexo, CIR.</p>
<ul style="list-style-type: none"> • Job position 1998-2000 • Main tasks and responsibilities 	<p>GDO Key-Account Manager</p> <p>Key customers management Business development and in store activation Budget management and business plan definition</p>

EDUCATION AND TRAINING

• Name and type of school	Degree in Economics and Business Administration
• Specialization courses	<ul style="list-style-type: none"> - HARVARD BUSINESS SCHOOL Executive Development Experience - Master SDA BOCCONI “Lo sviluppo della capacità di azione strategica e creazione del valore” - “Resources Management and targets definition” – adidas - “Retail Marketing Communication” – Confimprese - “Advanced Business Negotiations” – L’Oreal

PERSONAL ABILITIES AND SKILLS

FOREIGN LANGUAGES	English, French
• Reading capacities	Fluent
• Writing capacities	Mastery
• Oral expression capacities	Fluent
	Further linguistic abilities obtained through customized courses with INLINGUA (English) and Soc.MultiMethods (French) - Milano.
INFORMATION TECHNOLOGIES CAPACITIES	Social media savvy, great knowledge of Office (Excel, Word, PowerPoint,) Android and Mac capabilities
OTHER ACTIVITIES AND HOBBIES	<ul style="list-style-type: none">- I love sailing;- I have played volleyball and beach-volley at professional level;- For 3 years I have been the coach of volleyball male team;- I have been Vice-President and Sport Manager for the same sport society; Another of my passion is music, especially Rock music and some jazz (for a short period I have been the frontman of a rock band); Other hobbies: snowboard, football and kite-surf.
RELATIONAL CAPACITIES AND SKILLS	Strategic and Motivational Speaker, TEDx Speaker. Always able to have a vision with ability to design the future. Creative and open to change. Strong bent for team working and acknowledged leadership abilities. For me involvement and passion for my work are fundamental features for results achievement.

SIMONE SANTINI

Il sottoscritto autorizza al trattamento dei dati personali, secondo quanto previsto dalla Legge 675/96 del 31 dicembre 1996.