



Curriculum Vitae

Gino Vestali

Sales and Marketing Manager

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ABOUT ME

Experienced Professional and Flexible Sales Manager.

Entering new markets with existing or new products are success factors making exports a more important part of the firm's total business. Exports and other international trade opportunities are important success factors for growing companies. Export Sales Manager provides export sales expertise and managerial support. I work as Export Sales Specialist, for shorter or longer assignments. As Export Sales Manager I may help to expand to new markets including Spain, Portugal, France, Germany, Russia, Gulf Cooperation Council (GCC) Countries and U.S.A.

I will help to select the arrangement that is most compatible with your objectives and become familiar with the principal forms of doing business overseas:

- Direct Exporting,
- Distributor,
- Sales Representative Branch Office.

EXPERIENCE

SALES MANAGER, LIMES CONSULTANCY LLC

New York, NY, U.S.A.

Business Development and Marketing Consulting

Jul. 2017 - Present

Export is extremely challenging but exceptionally rewarding when the correct preparation, planning and research is put in place. Through an extensive partner network in international trade Limes Consultancy can recommend and help execute appropriate marketing and sales strategy.

Limes Consultancy can help to recruit the right people, whether you are looking to expand your current International sales and marketing team, replace or growing.

I am responsible for:

- Germany, France, Spain and Portugal.
- Russia and Eastern Europe Countries.
- Gulf Cooperation Council (GCC) Countries.

SALES MANAGER, SILCART S.p.A.

Waterproofing and Fire Protection for Thermal Insulation

Treviso, Italy

Sep. 2017 – Aug. 2018

During the 12-month launch period of new and innovative brand, the company choose to employ a Senior Interim Sales and Marketing Manager to run the launch as quickly and powerfully as possible.

- Expanding territories through personalized business relationships, customized mentoring, and streamlined operations.
- Designing and executing plans for trade shows to generate leads.
- Training employees on new products, customer service and consultative selling techniques.

SALES MANAGER, LIMES CONSULTANCY

New York, NY, U.S.A.

Business Development and Marketing Consulting

Jul. 2017 - Present

EXPORT MANAGER, PROFILPAS S.p.A.

Wall and Floor finishing and protection profiles

Padova, Italy

Sep. 2001 – Jun. 2017

Responsible for ensuring the team delivers strong commercial results whilst adhering to all company policies. Also, in charge of directing the company's sales program, assigning sales territories, setting goals, and establish training programs for the 9 foreign branches and worldwide sales representatives.

Duties:

- Setting specific goals and executing detailed strategies for achieving them.
- In charge of recruiting and training all branch manager, sales representatives and sales staff.
- Establishing positive working relationship with Sales Personnel in different countries and branches.
- Responsible for scheduling, forecasting and reporting, tracking reports and variance reporting.
- Performing and overseeing the distribution of all customer quotes and credit terms.
- Implementing "key account" customer relationship strategy.
- Meeting and exceeding area goals through coaching and managing branch managers, sales representatives and sales team staff.
- Opening foreign branches including Croatia, Czech Republic, Russia and United Arab Emirates.
- Increasing export sales by 200% from 2002 to 2016 in a market totaling more than 70 countries, accounting for over Euro 16 M consolidated sales in 2016 (over 65% of company revenue).

SALES MANAGER, DAL DEGAN S.p.A.

Garden Machinery and Tools

Vicenza, Italy

Sep. 1999 – Aug. 2001

DAL DEGAN

Responsible for overseeing international sales. Also, in charge of directing the company's marketing strategy, as well as leading and monitor the sales cycle.

Duties:

- Identifies and generates leads through networking and marketing, converting into key accounts.
- Manages the sales cycle from inception to execution.
- Increasing margin by effective margin management.
- Compiling and accurately analyzing sales figures.
- Controlling bad debt in line with company targets.
- Developing and implementing new administrative systems.

SALES BUDGET CONTROLLER, MASCHIO GASPARDO S.p.A.

Garden and agricultural equipment

Padova, Italy

Jan. 1998 – Aug. 1999

In charge of a team of 15 export area managers and responsible for controlling the revenue streams in line with Company strategy, focusing on site specific sales and margin growth, and critical cost control - all in line with the company objectives and targets.

Duties:

- Providing company Directors with and analysis of market & competitor intelligence.
- Overseeing up to 15 Area Managers.
- Assisting the Management team in pricing and preparing tender submissions and written proposals to clients.
- Identifying and pro-actively resolving problem areas.
- Communicating with clients on a daily basis.
- Carrying out team performance analysis.

SALES MANAGER, ELEMATIC S.r.l.

Cabling and fixing systems

Padova, Italy

Sep. 1988 – Dec. 1997

Responsible for managing the sales process from initial opportunity through to the securing of new market channels and working with operations and supply chain to achieve successful delivery of key projects.

Duties:

- Managing and motivating large sales teams.
- Developing pricing and marketing strategies.
- Maximizing profit through effective use of sales force and performance management process.
- Attending trade shows and exhibitions around Europe.
- Ensuring deadlines and targets are achieved whilst maintaining a high quality of service.
- Devising strategies and techniques to achieve the sales targets.
- Identifying and winning new business opportunities within defined market sectors.
- Increasing sales by 700% from 1988 to 1997 accounting for over Lira 85 B in 1997 sales.

EDUCATION





DIPLOMA
SDA Bocconi — 1998

Sales and Marketing Professional Courses.

DIPLOMA
ITC Calvi — 1985-1988

Accounting and Business Expert.

LANGUAGE

ITALIAN		Mother tongue
ENGLISH		Advanced
FRENCH		Upper Intermediate
SPANISH		Lower Intermediate

SKILLS

Communication
 Ability to Work Under Pressure
 Decision Making
 Time Management
 Empathy

Conflict Resolution
 Leadership
 Adaptability
 Teamwork
 Creativity