

SAMUELE COLOMBI MANZI

**Head of Sales Operation and Development
Manager with significant experience in the IT
sector. Passion for innovation. Data analysis**



+39 348 3166363 Date of birth: 26/04/1973

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+ Mapello, BG

WORK EXPERIENCE

Head of Sales Operations and Development Manager

Acer Italy

~ 2019 - Ongoing + Arese

Manager, reporting directly to the Country Manager:

- Development and maintenance of new data intelligence systems and sales Hubs. In detail: Sell-in, Sell-out, Inventory, Context, GFK, Canals, IDC.
- Improvement of the efficiency of the processes and tools supporting sales and marketing teams.
- Specifically, for Amazon.it, search for, contractualization and management of external agencies for the purpose of maximising the discoverability and sales of individual product lines.
- Research and development of new business areas (eBay, QVC, Auction)
- Acer EMEA advisor for Sales Force, Education Hub and Sales Ambassador projects.

Sales Support Manager

Acer Italy

~ 2011 - 2018 + Arese

Manager, reporting directly to the Country Manager, supervising:

- Logistics and order fulfilment
- Promotional contributions, customer contracts, calculation of end-of-year bonuses, creation of price lists and preparation of the e-catalogue
- Consolidation and analysis of sales and market data

Product Marketing and Sales account Manager

Packard Bell Italia (taken over by Acer in 2008)

~ 2006 - 2010 + Vimercate - Lainate

Manager, reporting directly to the Country Manager, supervising:

- Annual budget for product categories (Desktop, Notebook, Tablet and Monitor)
- Back-to-Back Forecast for product production
- Development and consolidation of Retail clients in north-east Italy

Customer Service Manager

NEC Computers International - Packard Bell BV

~ 1999 - 2005 + Vimercate

Manager, reporting directly to the Service Director, supervising:

- Italian Customer Contact Centre, with management of the budget, recruitment, opening hours and training
- Post-sales activity, with the help of external partners
- Upselling of value-added services (warranties, online training)
- Internal service contracts (Facility Manager ad Interim)

ACHIEVEMENTS

As Head of Sales Operations and Development Manager

For Acer

Developed a new business intelligence.

System with the aid of MS Power BI – Power Query – Access – Python Jupyter notebook – SQL (2022)

-Designed and created, with the support of a software house, the ACER BID TOOL, and Prospect HUB portal, profiling over 4.000 new resellers and over 57M revenue in four years. (2020)

-Contributed to reviewing the entire Amazon.it catalogue, with Share of Page increasing from 7% to 14% (2021)

-Designed and created, with the support of a software house, the ACER PRICE IS RIGHT TOOL, collaboration environment to manage end to end tactical promotion among sales channel, reducing the 50% of operation time.(2023)

As Sales Support Manager

For Acer

-Developed, jointly with Ediel, the EDI platform for receipt of orders, reducing the registration time to 2 minutes (from 7)

-Created the e-catalogue for sharing technical and marketing contents with all partners, reducing the use of e-mail by 90%

-Created, in MS Access, the daily analytical reports to support product and sales teams

As Product Marketing Manager and Customer Service Manager

For Packard Bell Italia

-Project leader for the development of the solution mining platform, to decrease double home call-outs by 63% and reduce the duration of technical support calls from 6 to 4 minutes

- In 2006, achieved a GKF quota of 10% on notebooks and 30% on Desktops

EDUCATION AND TRAINING

Master's degree in Performance Psychology
SUISM - Struttura Universitaria di Igiene e Scienze Motorie
[University school of Hygiene and Motor Sciences]

~ 2012 - 2013 + Turin

LANGUAGES

Italian



Native speaker

English



proficient

IT SKILLS

MS Excel / Power Query Pro

MS Access / SQL Good

MS Power BI / Good

Word and Power Point / Good

MISSION, VISION AND VALUES

Mission

Listen to my clients, colleagues and friends to understand what they truly need.
For this reason, my approach is focused on discovery, searching for new things and satisfying the need to learn day after day.
Only by listening to others can excellent and environmentally friendly solutions be found.

Vision

Awareness of result effectiveness and efficiency are present in every project I execute.
Only in this way I can be certain to offer the highest quality to achieve the objectives.

Values

Passion – Dedication - Integrity

STRENGTHS

International experience

Problem Solving

Creativity

intellectual flexibility to design

appropriate solutions to new or more complex problems

Organisation

with a method and model oriented at achieving process objectives and the final objective

Team Management

Many years' experience

PUBLICATIONS

Da Irbaf a Fabry

S.f.e.ra. coaching

Samuele Colombi Manzi

~ 2012

<https://drive.google.com/file/d/0B4tBCJ2XyRiqRnUxV3ZIUWhlZEE/view>

Master's degree thesis

PASSIONS

Reading

Psychology

Nutrition - Physical training

Sports (qualified soccer trainer)

Dogs