

SAMUELE COLOMBI MANZI

Head of Sales Operations & Development | Data Intelligence | Digital Transformation

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PROFESSIONAL SUMMARY

Strategic Sales Operations Manager with **20+ years of experience** in the IT sector. Proven track record in Digital Transformation, Channel Strategy, and Cross-functional Leadership. Specialized in building Data Intelligence systems (Python, Power BI, SQL) that convert raw sales data into strategic decisions and measurable revenue growth. EMEA-level project advisor with deep expertise across B2B, Retail, and E-tailer channels. Uniquely combines advanced technical skills with a Master's degree in Performance Psychology — translating human behavioral insight into high-performing sales operations.

KEY ACHIEVEMENTS

- **Revenue Growth:** Designed and launched ACER BID TOOL & Prospect HUB portal, generating **+57M in revenue** and onboarding **4,000+ new resellers** in 4 years.
- **Amazon Channel Strategy:** Led end-to-end optimization of Amazon.it, doubling Share of Page from **7% to 14%** within one year.
- **Process Optimization:** Built the ACER PRICE IS RIGHT TOOL collaboration environment, reducing operational task time by **50%**.
- **Business Intelligence:** Developed a full data intelligence architecture (Power BI, Python, SQL) for real-time Sell-in, Sell-out, and Inventory monitoring.
- **EDI Integration:** Partnered with Ediel to implement EDI order platform, cutting order registration time from **7 to 2 minutes** and reducing email volume by **90%**.

WORK EXPERIENCE

Head of Sales Operations and Development Manager

Acer Italy — Arese | 2019 – Present

Reporting directly to the Country Manager. Leading Sales Operations, Digital Transformation, and Channel Strategy across Italy and EMEA.

- **Digital Transformation:** Designed and maintained a full Data Intelligence ecosystem (Power BI, Python Jupyter, SQL, Power Query, MS Access) for real-time monitoring of Sell-in, Sell-out, Inventory, GFK, Canalsys, and IDC data.
- **Amazon Channel Strategy:** Managed external agencies for Amazon.it, coordinating product line discoverability campaigns that doubled Share of Page from 7% to 14%.
- **Revenue Innovation:** Designed ACER BID TOOL and Prospect HUB portal with a software house, profiling 4,000+ new resellers and generating +57M in incremental revenue over 4 years.
- **Process Automation:** Created ACER PRICE IS RIGHT TOOL — an end-to-end tactical promotion management environment reducing operational time by 50%.
- **New Business Development:** Researched and developed new sales channels including eBay, QVC, and Auction platforms.
- **EMEA Advisory:** Selected as EMEA Advisor for Salesforce CRM implementation, Education Hub rollout, and Sales Ambassador program.
- **Stakeholder Management:** Cross-functional collaboration with Sales, Marketing, and IT departments; direct interface with Country Manager on strategic reporting.

Sales Support Manager

Acer Italy — Arese | 2011 – 2018

Reporting directly to the Country Manager. Overseeing logistics, commercial contracts, data analytics, and digital content tools.

- **Logistics & Order Fulfilment:** Supervised end-to-end logistics and order processing workflows.
- **Commercial Operations:** Managed promotional contributions, customer contracts, end-of-year bonuses, price lists, and e-catalogue creation.

- EDI Platform: Co-developed with Ediel the EDI order receipt platform, cutting registration time from **7 to 2 minutes**.
- E-Catalogue: Built a digital content-sharing catalogue for all channel partners, reducing e-mail volume by **90%**.
- Sales Analytics: Created daily analytical reports in MS Access, supporting product and sales teams with actionable data.

Product Marketing and Sales Account Manager

Packard Bell Italia (acquired by Acer in 2008) — Vimercate / Lainate | 2006 – 2010

Reporting directly to the Country Manager. Managing product P&L, retail development, and sales forecasting.

- Budget & Forecast: Owned annual budget for Desktop, Notebook, Tablet, and Monitor categories with full Back-to-Back production forecast.
- Retail Development: Developed and consolidated Retail clients across north-east Italy.
- Market Share Growth: Achieved GFK quota of **10% on notebooks** and **30% on Desktops** in 2006.

Customer Service Manager

NEC Computers International / Packard Bell BV — Vimercate | 1999 – 2005

Reporting directly to the Service Director. Managing the Italian Customer Contact Centre, budget, staffing, and post-sales operations.

- Contact Centre Leadership: Full P&L management of the Italian Customer Contact Centre including recruitment, opening hours, and training.
- Technical Innovation: Led development of a Solution Mining Platform, reducing double home call-outs by **63%** and shortening average call duration from **6 to 4 minutes**.
- Value-Added Services: Managed upselling of warranties and online training services.
- Facilities: Served as Facility Manager ad Interim, overseeing internal service contracts.

CORE COMPETENCIES

Sales Operations | Digital Transformation | Channel Strategy | Revenue Growth | Stakeholder Management | Cross-functional Leadership | E-tailer & Amazon Management | Business Intelligence | Data-Driven Strategy | Performance Psychology | Process Optimization | Project Management | EMEA Advisory

TECHNICAL SKILLS

- **Data & Analytics:** Python (Jupyter Notebook), SQL, MS Power BI, Power Query, MS Access
- **Productivity:** MS Excel (Advanced / Pro), MS Word, MS PowerPoint
- **CRM & Platforms:** Salesforce CRM, EDI Platforms, Amazon Vendor Central

EDUCATION

Master's Degree in Performance Psychology

SUISM — Struttura Universitaria di Igiene e Scienze Motorie, Turin | 2012 – 2013

Thesis: S.f.e.r.a. Coaching methodology (published 2012). Applied performance psychology to team management, behavioral decision-making, and organizational leadership.

Certification: Python in Excel — Microsoft 365 (2025)

LANGUAGES

Italian: Native Speaker **English:** Proficient (Advanced)

ADDITIONAL INFORMATION

- Volunteer: Red Cross Italy (Croce Rossa Italiana) and ACLI — reflecting strong ethical values and stress management under pressure.

- Publication: Da Irbaf a Fabry (2012) — S.f.e.r.a. coaching Master's degree thesis.
- Interests: Psychology, Qualified Football Coach, Nutrition, Physical Training, Reading.