

# Barbara Boi

Sales and Commercial

📍 London, UK

✅ Barbara's availability **should be discussed**

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## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions,  
Hourly Consulting

## Skills

Customer Service (Advanced)

Sales (Advanced)

Commercial (Advanced)

Retail (Advanced)

purchasing (Intermediate)

Scouting (Intermediate)

## Languages

English (Work Proficiency)

Italian (Native)

French (Basic)

German (Basic)

## About

A professional worker with multi-site experience, a demonstrated history and strong track record of developing and directing strategic business development and brand initiatives in dynamic environments. Leadership ,positive attitude, strong determination and high focus to the result. A great negotiator with strong interpersonal, leadership, result driven and communication skills. I can successfully deal with the most various stakeholders. I am currently interested in new opportunities that will allow me to broaden my experience and provide me with professional and personal growth.

### BRANDS WORKED WITH

Laspesabio

Leggero

Natoora London

Tim (Telecomitaliamobile)

## Experience

### ● Sales and Commercial, MM Personnel

| Oct 2021 - Now

Responsibilities & Achievements Turnover and sales kpi, forecast, P&L Onboarding and Scouting new vendors Contracts and Commercial terms Relations with vendors

### ● Procurement and Sales, MM Personnel

| Mar 2021 - Oct 2021

Responsibilities & Achievements B2B and B2C orders dry and wet for multisite locations Stock rotation , cost and margin, price list Suppliers relation management and scouting Display Sales and kpi

### ● Category Manager, MM Personnel

| Jun 2019 - Feb 2021

Responsibilities & Achievements Fruit and Vegetables orders for B2C, Friut and vegetables orders for B2B, Stock Count, Inventory Display and Layout Cost Price, Margin, Kpi Relation with Supplier, price list

### ● Retail Manager

Natoora London | Feb 2019 - Jun 2019

Responsibilities & Achievements Display and Lay out Order, re-order, stock and inventory Staff Rota Staff training and coaching

### ● Director

Leggero | Sep 2017 - Feb 2019

Responsibilities & Achievements Managed all operations Recruited staff (training and coaching) P&L, forecast and turnover Managed relations with suppliers, T&C Orders and stock

### ● E-commerce Manager

Laspesabio | Feb 2016 - Jul 2017

Responsibilities & Achievements Oversaw systems and projects, like on-line sales improvements, acceleration of brand positioning, and awareness. Presented progress reports and financial metrics. Led the organization in the design and development of online sales strategy. Headed purchasing and BOH operations to develop the business.

### ● Store Manager

Tim (Telecomitaliamobile) | Dec 2010 - Jan 2016

Responsibilities & Achievements Run the retail operation. Implemented sales promotions, merchandised products to company standards, optimized availability of stock. Effectively controlled orders and stock levels, improved sales while minimizing stock loss. Lead the team, advised individuals on the achievement of personal and business targets; enhanced



knowledge and abilities throughout the team; offered targeted training and coaching.