

Liberato Marra

Commercial Manager

📍 Milano, Metropolitan City of Milan, Italy

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Languages

French (Work Proficiency)

Italian (Native)

English (Fluent)

About

A confident and highly organized professional with an extensive experience of more than 15 years in consumer products and goods, luxury and jewelry, clothing and fashion, accessories sectors with well-known multinational companies, worked within multicultural environments. Specialized in retail, wholesale and franchising, marketing strategy, sales management and developing new business with strong leadership skills and the ability to motivate and develop multi-cultural teams. Effective communications skills in English, Italian and French languages. Solid broad-minded leader now seeking for a challenging leadership role within a company requiring bold & competent leadership, requesting years of professional experience to facilitate operations, maximize revenue & productivity & ensure strong future growth.

BRANDS WORKED WITH

Icm

Ittierre Dubai Branch

Ittierre S.P.A.

Kering Group

Tengram Capital Partners

Experience

● WW Commercial Director

Tengram Capital Partners | Feb 2015 - Now

Commercial Director for "Luciano Barbera" and "Zanella", both brands owned by the Private Equity Company "Tengram Capital Partners", located in Milan. Developing Retail, Franchising and Wholesale channels. With Luciano Barbera, managing 2 Area Managers and 5 commercial Agents, we have opened 2 Retail stores, in Milan and in Carmel, California. We have opened also franchising stores and organized the related opening events, Press Day and all other Marketing activities with key Partners in Russia (Moscow, San Petersburg, Makachkala), Turkey (Istanbul), UAE (Dubai, Abu Dhabi) and we are planning new openings in Australia (Sydney, Melbourne). We doubled the turnover in the first 3 years and increased the gross margin from 42% to an average of 58%. I coordinate the benchmark activities in order to define the right pricing strategy on the base of our Brand positioning. With Zanella, managing 2 Area Managers and 11 commercial Agents, we have enforced our presence in all US market with more than 90 point of sales. We have enforced also our presence in Italy, Europe, Russia, Middle East and Far East starting new partnerships with the key Department Stores and Specialty Stores.

● Franchising & Wholesale Manager

Kering Group | Dec 2009 - Jan 2015

Franchising & Wholesale Manager for "Brioni", located in Milan / Lugano (Switzerland). Developing Franchising & Wholesale channels for the Macro-Areas of the Middle East, Africa, India, Cyprus and Latin American Countries opening 14 new stores and managing 4 existing stores. We have opened in UAE (2 stores in Dubai e 1 store in Abu Dhabi), Kuwait, Qatar, Lebanon, Saudi Arabia (1 store in Riyadh and 1 store in Jeddah), South Africa (1 store in Johannesburg and 1 store in Cape Town), Mexico, Panama, Santo Domingo and Saint Marteen triplicating the turnover from 3,8 mln up to 13 mln Euro per year. I was coordinating all the Marketing activities in my Macro Areas such as Events, trunk show, Adv activities, product training and Visual Merchandising.

● Franchising & Wholesale Manager

Ittierre Dubai Branch | Jun 2007 - Nov 2009

Franchising & Wholesale Manager for "ITTIERRE", located in Dubai (UAE). Heading the commercial and legal Department of ITTIERRE Dubai Branch, developing the Franchising & Wholesale channels for the brands D&G, Gianfranco Ferrè, Galliano, Versace Jeans, Just Cavalli, GF Ferrè for the Macro Areas of Middle East, India, Africa, Turkey and Cyprus. Managing 2 Area Managers, the Visual merchandising and Customer Service Team

of 8 people, we have opened 16 new stores and managed 33 stores in total with a turnover growth from 22 mln up to 33 mln Euro per year.

- **Credit Manager**

Ittierre S.P.A. | May 2004 - May 2007

Credit Manager for ITTIERRE, located in Isernia, Italy. Credit Management for the Macro Areas Middle East, Far East, Oceania, Africa, East Europe, Russia and Latin America. Financial analysis of the clients and the subsequent payment terms managing a team of 5 people.

- **Account Manager**

Ittierre S.P.A. | Apr 2003 - May 2004

Administration Department, located in Isernia, Italy. Cost and Account analysis

- **Commercial Agent**

Icm | Apr 2001 - Feb 2003

Commercial Agent for 3 Italian Regions.