



Andrea Aletta

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Personal skill profile:

I got significant experience in the air conditioning sector, collaborating also with brands, leaders in the reference sector, during which I created and managed a company of its own, reaching and even exceeding the assigned objectives. I believe I possess a good communication skills and above all enthusiasm and ability to work with the public and in a team; in establishing cordial and profitable relationships with people.

I have a great passion in the world of wine, in which I also obtained a sommelier diploma. My passion derives from a strong predisposition to attention to detail, in addition to the constant desire for research and analysis. After achieving important results with my company, which gave me great satisfaction, also after experience with solar market, I feel ready for a new adventure, preferably in a dynamic organizational context, which allows me to share the experience and skills acquired and experience a strong sense of belonging.

Work experiences:

From 2019 until May 2022 – Managing Director for Italy – Idea Srl, company who distributes professional audio system with its own-brand. The company operates and sells products to the professional electrical division on Italian and European market.

From 2013 until March 2018 – Managing Director for Italy and Malta Market - Tisun GmbH (Austria – Soll) – activity in Home Office. Tisun is leader in development, production and distribution of high quality solar solution. Annual turnover 20 mln Euro – staff composed by 100 people. My activity is concerning:

- Definition and application of commercial target for my area;
- Managing of agreements for details and wholesalers;
- Managing of the agents team about training and all support about sales;
- Activity of analysis and report about sales for the Company;
- Support in credit politics from the Company.

Targets:

- 2015: 100% turnover target: 2,5 mln Euro. 100% target for agents team on my area (24 agencies)
- 2014: 100% turnover target: 2,7 mln Euro. 100% agents on my area (change of 4 agencies).
- 2013: +22% on turnover target: 2,4 mln Euro.

From 1998 – 2012 Owner – Company Climaria S.r.l.

With my Company, I were agent for Daikin Company, for the residential and industrial air conditioning system. Afer that, we also represented Tecnosystemi Company, in the field of components products for air conditioning system, Beretta Caldaie, as well as Unidelta, producing polyethylene tubes and fittings. Climaria reaches 12,5 million Euros turnover, and the staff was composed by 6 people. My previous professional experience gave me the opportunity to grow my company and people working with me.

- Definition and application of commercial target;
- Selection, training and coordination of team of work.

Target:

- Reaching of the budget from 2002 untile 2009.

From 1995 to 1997 Sales Manager - Aertecnica S.r.l.

They produce residential and industrial product for the vacuum dust. Their turnover was about 8 billion Lire with 35 people working.

- Selection, training and coordination of team agents all over Italy.

Targets:

- Reaching of the budget in two years and turnover from 650 million Lire to 2 Mld Lire. We reached during 1997 2,3 Mld Lire turnover.

From 1992 to 1995 Sales Manager - Società Europa 2000 Spa (actual Idroexpert Spa).

They are leader in distribution of plumbing and conditioning products. For this Company, I fellow all contacts with affiliates wholesalers from everywhere in Italy (about 90 members). Their turnover was of about 80 billion Lire and 60 people were employees. During this time, I had the possibility to develop business in searching new members to affiliate, as well as do training to the sales department concerning new products and business strategy:

- Managing and coordination of sales to the wholesalers part of the Group on the whole Italian market (about 90 distributors in Italy);
- Selection and training of new wholesalers to join to the Group.
- Training of the agents.

From 1988 to 1992 – Sales Manager - Rocchi Costante Spa

The Company was distributor of thermohydraulic items, floors and coatings. It was composed by 130 employees and the annual turnover was about 60 billion Lire. I was manager of a sales division and I was supervisor of 5 people of the selling department. My department reached in 4 years 7 billion Lire turnover. This experience gave me the opportunity to know very deeply the company management and the way to work with people employees with me. But also gave me the possibility to know this market area (thermohydraulic items) that was the first step for me to continue on that experience:

- Company start up
- Managing and coordination of team of 5 salers in show room.
- Increase of turnover after 4 years (about 7 mld Lire)

From 1986 to 1988 Employed – Family Company (ALETTA ANTONIO sas).

Selling wooden parquets, Company was composed by 4 people, including two partners. Here I managed the accounting dept.

EDUCATION AND TRAINING

1985 Istituto Tecnico Commerciale in Cesena (FC)

1999 Organisation and development of human resources at Mario Silvano Spa in Milan. Marketing and selling.

2008 English course at English Language Clubhouse in New York (General Level)

2011 April Bristol UK, English Course at “English Language Centre” 3 weeks course – (Intermediate Level)

2018 English course at LCA Todi business English focus.

Foreign languages

- Good knowledge of French
- General level for English

Computer skills

- Formation in windows office package, e mail and internet use. MACOS1.

Personal information:

Birth in Cesena on September 19th, 1965

1 son.

I authorise the use of my personal data according to Legislative Decree N. 196/03