

Contact

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Top Skills

Gestione vendite

Sviluppo di prodotto

Sales Management

Languages

English (Full Professional)

Spagnolo (Professional Working)

Stefano Rossini

Product Line Manager presso MAPEI S.P.A.

Milan, Lombardy, Italy

Experience

Mapei

Product Line Manager

December 2017 - Present (8 years 1 month)

Milano, Italia

A significant & strategic leadership role with accountability for, and authority over, the Product Line Management process and delivery of new and enhanced products to market. The Product Line Manager guides the Product Management process and helps set the strategic product vision of the company based on industry experience and contact with customers and prospects.

The PLM is responsible for product line definition, planning, implementation and promotion; they own the roadmap for the product line and all constituent products, taking into account input from industry bodies via our Strategy, Sales and marketing teams. The PLM owns the lifecycle of the PL from conception to end-of-life.

The Product Line Manager owns the plan to achieve the vision and the Product Roadmap and ensures the Product Development department delivers defined product solution on time and to the Product budget.

The Product Manager works on a daily basis with:

- R&D to define & execute proofs of concept for innovative new solutions and/or use case exploitations for identified customer problems
- Engineering to progress product release requirements
- product marketing to define the go-to-market strategy (product positioning, key benefits, target customers) the sales channel for new business & existing accounts
- key customers and sales force

The Product Line Manager strives at all times to:

- Drive innovation into the product line
- Continually enhance product functionality to retain competitive edge

- Deliver product on time, to budget and to the objectives of each business case
- Engage with the field force, customers, prospects & the industry to promote the product line and encourage customers to upgrade available product lines.

GCP Applied Technologies

Country Sales Manager, Italy & Iberia GCP Applied Technologies

February 2016 - October 2017 (1 year 9 months)

Passirana Di Rho (Milano)

GCP is a leading player in the construction products sector with global revenues close to 1.5 billion Dollars and is a worldwide market leader in Specialty chemicals and Building products for Construction.

Country Sales Manager – GCP Construction Products to manage their existing team of Area Sales Manager, Agents, Technical Support Engineering, Sales Support Executive and Technical Specifications .

Job Description

The Country Sales Manager (Country Manager) - Construction Products is responsible for the development of markets for Specialty Building Materials and solutions through customer understanding, concept development and technical solution development together with their team.

Reporting to the Sales director (Regional), this role is responsible for:

- Developing market strategy, route to market in Italy & Spain
- Managing and grow the market share in Italy & Spain for our client's products
- Meeting monthly, quarterly and annual financial targets.
- Business improvement, achieving aggressive productivity target
- Being the key point of contact for maintaining relationships with main influencers.
- Being the market expert on B2B customers in building construction industry
- Understanding and reporting various competitive offerings in Building materials and waterproofing membranes.
- Managing customer and contact sales with CRM
- Leading the members of the team to take up bigger responsibilities and grow their careers in the group
- Proven expertise in influencing decision makers such as architects, consultants, developers and contractors
- Strong communication skills and a resilient attitude to compete in a challenging market
- Understanding of key processes, economic drivers in order to develop valued customer partnership in control and business solutions

- Consult/investigate key business opportunities with range of customer contact

W.R. Grace

21 years 2 months

Country Sales Manager, Italy-Grace Building Materials
2011 - January 2016 (5 years)

This position develops opportunity in a leading edge, fast-growing, profitable, multinational chemical company that is expanding rapidly. As Country Sales Mgr. Italy the role is responsible for growing the Grace SBM customer's base, the sales, performance and talent management technology and materials within the territory.

Target Industries includes Builder Merchants, Distributors, Contractors and specialized industry.

This role requires a talented individual that excels in multiple business disciplines including sales, business development, solution selling/consulting, relationship management and Talent Management/HR domain expertise.

This position is characterized by excellent solution selling skills, team coaching, as well as a positive and upbeat attitude to build a satisfied and loyal client base. Finally, the person covering the role owns the professional maturity to manage persons and prioritize time, work autonomously, and interact effectively with business and technical professionals internally and externally.

Responsibilities

- Developing sales strategy and territory plan.
- Leading wider & organized sales team: directs & agents.
- Promoting, tracking high value added products.
- Meeting or exceeding established OP's quotas.
- Prospecting target .
- Qualifying and aligning to client's needs, and objectives.
- Working with marketing to consolidate the presence of Grace .
- Managing sales cycles and pipeline.
- Building strong internal and external relationships.
- Client care - before, during, and after the partnership is created.
- Working with the EMEA team and ensuring successful implementation of the Grace solution for customers.
- Collaborating with all resources to win opportunities.
- Forecasting accurately.
- Governing competition.

- Reviewing expenses.

Other Skills

- Solution Selling Skills
- Experience using a CRM or contact management system
- Passion for winning
- Negotiation skills
- Persistence ,
- Business Ethics.

Key Account Manager Southern Europe, ME, Africa 2007 - 2011 (4 years)

Milano

Position Context

Grace Construction Business Unit SEMEA (Southern Europe, & Africa), based within Group HQ's in Milan, comprises the commercial responsibility over all GCP - Concrete admixtures & Building Materials falling within the Region composed by Italy, and Partnership Markets (including rest of South Europe, & Africa).

Within the Partnership Markets organization, the South Europe team, led by a Key Account Manager and composed by Sales & Marketing professionals, looks after the successful commercial development of Grace Brands, through effective partnership with our third parties distributors and directs in the region, composed by Ungheria, Romania, Bulgaria, Greece, Turkey, Slovenia, Serbia, Croatia, Montenegro, Bosnia, Albania, Macedonia, Moldova, Cyprus, Malta, Tunisia, Algeria, Libia, Marocco, Israel.

The mission of the role is to deliver and surpass business results in the assigned countries by designing and executing a long term sustainable growth business vision, the Route To Market, the marketing and commercial strategies and well as by driving the day to day relationship with directs organization and the third party distributors

Specification Team Manager- Grace Construction Products April 2003 - December 2007 (4 years 9 months)

Milano

Based in the Milano H.Q., the Specification Manager was selling to key contractors and consultants as well as local authorities; he worked with buyers, contractors, consultants and specifiers in a largely account management capacity. Typical projects here range from €50K -5 mio €K. The specification team manager worked towards both personal and company objectives. Due to

expansion an exciting opportunity has arisen to join their international Sales team. The Specification Team Manager worked abroad dealing on some large scale projects.

Concrete chemicals division -ESG engineering Service Group-Italy
January 1999 - March 2003 (4 years 3 months)

Passirana

Based in the Milano H.Q., the Engineer Service Group component was specifying promoting to key ready mix group and consultants as well as local authorities; he worked with buyers, contractors, owners, consultants and specifiers in a largely account management capacity.

Chemical Products promoted were patented by Grace : DCI/Darafill/Recover/ Postrite and many others.

Area Sales Manager- Concrete admixtures & Chemicals
December 1994 - December 1999 (5 years 1 month)

Passirana

Role Description

- Cover all major construction projects within North West of Italy and promote the full range of Grace products to these projects
- Achieve sales targets agreed upon with Management and open and develop new ready mix, precast accounts.
- Acquire full knowledge of the product portfolio and be able to present the whole range to customers / industry contacts / network.
- Maintain a minimum number of active projects to help meet margins and profit objectives
- Ensure offered packages / specifications are competitive in the market and financially viable for the Company, leverage appropriate pricing and trading terms in line with the group policies.
- Handle all client interface, ensuring good customer relationship, servicing and trouble-shooting as necessary
- Responsible for collection of accounts, ensuring that targeted collection rates by the Company is achieved and assist in handling problem accounts.
- Accomplish all required sales documentation, reports and complete customer orders / specifications.
- Prepare sales forecasts and implement corresponding monitoring reports as needed, including project pipelines and Sales Action Plans
- Awareness of competitors activities and identify relevant threats and opportunities

Education

Università degli Studi di Milano

Master of Science - MS (Laurea Magistrale)

Istituto Tecnico Industriale Statale "E.Mattei" di San Donato Mil.se
(MI)

Diploma