

Paolo Porcelli

PERSONAL INFORMATION

Luogo/Data di nascita: Genova il 24/05/67
Nazionalità: Italiana
Indirizzo attuale: Via Marghera, 53 20149 Milano (MI)
Indirizzo lavorativo: Fratelli Branca Distillerie S.p.A. - Via Resegone, 2 20159 Milano (MI)
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WORK EXPERIENCE

- FRATELLI BRANCA DISTILLERIE S.p.A.** Milano
Jul 20 - oggi **W&SEMEA & Travel Retail – Duty Free Commercial Director** (current role)
Key Tasks and Responsibilities: Direzione e Resp. Manageriale delle Partnership e relativi Business dell'Area Western e Southern Europe, Middle East, Africa e del Canale Travel retail & Duty Free.
People Management: 2 FTE
- SEMEE & India Commercial Director**
Feb 19 - Jun 20
Key Tasks and Responsibilities: Direzione e Resp. Manageriale delle Partnership e relativi Business dell'Area SEMEE & India
- Direzione Ingrosso - On-Trade Wholesale Director**
Oct 17- Jan 19
Key Tasks and Responsibilities:
Direzione e Responsabilità Manageriale del Canale On-Trade Ingrosso (On-Trade Wholesalers)
People Management: ≈ 100 (FTE + Agents)
Rapporti Diretti: 1 National Account Manager
- ACQUE MINERALI D'ITALIA S.p.A.** Milano
Nov 16 - Sep 17 **Direttore Commerciale - Commercial Director**
Management Team Member in rapporto diretto al Managing Director
Key Tasks and Responsibilities:
Direzione e Responsabilità Manageriale dei Canali Off-Trade, On-Trade & Vending ed Export;
People Management: 40 (FTE + Agents)
Rapporti Diretti: 1 Off-Trade Sales Director, 1 On-Trade Sales Director, 1 Export Manager, 1 Trade Marketing Manager
- HEINEKEN ITALIA S.p.A.** Milano
Jun 13 - Oct 16 **Business Unit Manager Modern Trade – Off-Trade Sales Director**
Management Team Member in rapporto diretto al Managing Director
Key Tasks and Responsibilities:
Direzione e Responsabilità Manageriale del Canale Off-Trade (ISS, Discount e C+C) incl. E-Commerce & Digital Activation;
People management: 88 FTE
Rapporti Diretti: 2 Customer Managers con 7 NAM's, 4 Area Managers, 1 Trade Marketing Manager
- Trade Marketing Manager – BU Modern Trade**
Jan 09 - May 13
Key Tasks and Responsibilities:
Design, Planning, Execution and Evaluation della Category Vision, Channel Strategy, Activation & Customer Plan
People Management: 20 FTE
Rapporti Diretti: 1 Group Category Manager, 1 Group In-Store Marketing Manager, 1 Group Business Performance Manager
- Innovation & Change Manager**
Nov 06 - Dec 08
People Management: 3 FTE
- NESTLE' ITALIANA S.p.A. – Ice Cream & Frozen Food and Chilled Business Unit** Milano
2004 - 2006 **Sell-Out Manager**
People Management: 22 FTE (2 Field Managers + 20 Sell-OUT Specialists)
- Key Account Manager**
2003 - 2004
- NESTLE' – CORPORATE HQ** Vevey (CH)
2001 - 2003 **GLOBE (Global Business Excellence) – Sales & Marketing Team Member**
- SANPELLEGRINO S.p.A. (currently Nestlé Waters Italia)** Milano
2000 - 2001 **Group Brand Manager** - Levissima;
- BESTFOODS ITALIA S.p.A. (attualmente Unilever-BestFoods)** Milano
1998 - 2000 **Senior Product Manager** - Knorr (Stock Cubes e Granulare) e Aromat
- HEINEKEN ITALIA S.p.A.** Milano
1996-98 **Brand Manager** - Sans Souci, Sans Souci Ice e Mc Farland
1995-96 **Junior Brand Manager** - Heineken
- BISTEFANI S.p.A. - Junior Export Manager** Villanova Monferrato (AL)
1993-94

EDUCATION

2015	IMD – Executive Education, Strategic Thinking	Lausanne (CH)
2012	INSEAD – Executive Education, Competitive Strategy	Fontainebleau (FRA)
2010	INSEAD – HIMAC Heineken International Management Course	Fontainebleau (FRA)
2008	HEINEKEN Corporate HQ – HIMDEC Heineken International Management Development of Excellence Course	Amsterdam (NL)
1999	BESTFOODS EUROPE Corporate HQ European Brand Management Course	Bruxelles (B)
1994-95	PUBLITALIA'80 – Business School Master in Marketing, Communication and Sales Management (w/ scholarship)	Milano
1986-92	Università degli Studi di Genova – Facoltà di ECONOMIA E COMMERCIO Graduation Degree, Business Management (107/110).	Genova
1981-86	Liceo Scientifico Statale M.L.King High School Diploma	Genova

ACCOMPLISHMENTS

2019	CORNERSTONES - Consulting & Investment in Start-Up's Partner and Shareholder	Milano
2019	INNOVITS – No-Profit Strategy Consulting for Start-Up's Associate Member and Vertical Expert in Sales & Marketing	Milano

AWARDS

2012	HEINEKEN - HR Global Awards 2012 Global Winner - Best Training Course - WIN-WIN Off-Trade Business Simulation Game	Boston, USA
1995	Premio PHILIP MORRIS per il Marketing 1995 2°classified Business School, Publitalia '80 Master in Marketing, Digital Communication and Sales Management	Napoli

PERSONAL SKILLS AND COMPETENCES

Italian	Madrelingua – Native Language	IT	Windows – Microsoft Office;
French	Ottimo - Fluent		
English	Ottimo - Fluent		
Spanish	Buono - Good		

OTHER PERSONAL SKILLS AND INTERESTS

Sports	Swimming - Brevetto F.I.N. Istruttore I° livello e Brevetto F.I.N. Salvamento ed assistenza bagnanti, Ski, Football.
Hobbies	Traveling, Motorbiking, Music.

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