

# Cinzia ANGELI



## PROFESSIONAL PROFILE

Sales group director with strengths areas in business strategy, negotiation, and thought leadership.

Extensive experience in OMO (Online-Merge-Offline), sustainability solutions, data analytics.

Great ability to develop organization, build network and create inclusive environment.

Strong interpersonal and social skills, growth mindset, agile and resilient attitudes.

Mastery in launching new products and initiatives through different markets and channels in Europe and China.

## PROFESSIONAL EXPERIENCE

### PROCTER & GAMBLE | Sales Group Director

Location free | 1995 – on going

#### International Customers Group Director

Location free | 2020 – on going

*Responsible for managing Auchan International, Coopernic, EMD (3 Bn. Euro)*

- Define and implement business strategy (Joint Business Plan via thought leadership)
- Strengthen preferred partnerships through sustainability and data activation with key retailers
- Develop networks on equality & inclusion internally and externally

#### International Customers Senior Manager

Location free | 2014 – 2020

*Responsible for managing Auchan International, Coopernic, EMD (3 Bn. Euro)*

- Maximize growth and gain shares through international partnerships, analytics, and insights
- Coordinate local teams (20+ markets) to increase performance and return on investment
- Design and implement plans to value diversity within P&G and with external stakeholders

#### PGT EMEA Sales Capability Leader

Location free | 2012 – 2014

*Responsible for developing sales capability across EMEA for PGT (P&G and TEVA joint venture)*

- Lead the regional network of local training resources
- Design and deploy capability programs for sales organizations
- Design and launch Pharmacy academy program (e-learning platform)

#### Corporate Market Strategy & Planning Senior Manager

Rome | 2009 – 2012

*Responsible for corporate strategic & critical projects in Italy*

- Lead stewardship for selling
- Design and deploy Multi Brand Commercial Innovation (Grazie di cuore mamma/Olympics)
- Coordinate new brands integration for Sales organization

#### Broadening Assignment – Marketing | Brand Operations

Rome | 2009 – 2009

*Responsible for Brand Operations – In store communication pillar*

- Design new organization for the in-store pillar
- Deploy the store back approach (internal culture)

#### Sabbatical Period

Rome | 2008 – 2009

*Traveling and learning around the world with focus on different cultures and business models. Visiting universities and companies in China, Australia, US, Mexico, Argentina and traveling around Guatemala, Belize and Chile*

#### Gillette Market Strategy & Planning Manager

Milan | 2006 – 2008

*Responsible for MS&P Gillette Grooming (300 MM Euro)/2 people*

- Define the Go to Market for Gillette after acquisition
- Manage brand business across channels and retails
- Coordinate launch new products (i.e. Fusion) by trade channels

#### Customer Business Development Integration Manager

Milan | 2006 – 2006

*Responsible for the integration of Gillette sales organization*

- Support on cultural integration
- Implement new commercial strategy, sales processes and operations alignment
- Lead cultural change

#### Perfumery & Pharmacy Team Leader

Milan | 2005 – 2006

*Responsible for sales for a total turnover of 120 MM Euro/63 people*

- Define and implement commercial strategy in the two channels
- Identify new business opportunity to drive business
- Lead and develop sales organization (direct employees and agents)

- **Customer Business Development Pharmacy Team Leader** **Rome | 2003 – 2004**  
*Responsible for sales for a total turnover of EUR 80 MM/28 people*
  - Lead commercial strategy for the channel and budget allocation
  - Re-design and launch new sales organization (from 15 to 28 people)
  - Drive business via new product portfolio and channel strategy
- **Conad and Intermedia National Account Manager** **Rome | 2000 – 2003**  
*Responsible for customers sales /4 people directly and 15 indirectly*
  - Define and negotiate yearly agreement with two national retailers
  - Define and implement commercial strategy by customer
  - Build up strong business relationship with key local stakeholder
- **Trade Marketing Manager | Fabric & Home Care** **Rome | 1997 – 2000**  
*Responsible for category and brand management/2 people*
  - Define the go to market by brand and category
  - Understand shoppers and retailers
  - Manage sales fundamentals by channel and new brands/segment introduction
- **In-Store Marketing and Sales Account Representative** **Florence | 1995 – 1997**

## UNIVERSITY ENGAGEMENT

- USiena Alumni Association | Chairwoman | [www.alumni.unisi.it](http://www.alumni.unisi.it)** **Siena | 2015 – 2020**
  - Launch first mentoring program (120+ mentors) in a public University
  - Design events to up skills for future as Loading Future, Connessioni, Percorsi di Inclusion
  - Organized more than 70 events with alumni, students and key stakeholders in 5-year
- Bologna Business School | Advisory Board 'Part-time MBA'** **Bologna | 2019 – on going**

## ACADEMIC EXPERIENCE

- ITALIAN UNIVERSITIES | Lecturer** **see list below | 2010 – on going**
  - **Seminars and Lab on sustainability, digitalization, business strategies, diversity and inclusion**
    - 24ORE Business School - Master Content Creation – S. Chiarazzo
    - Siena Advanced School on Sustainable Development – Prof. E. Giovannini, A. Riccaboni
    - Siena University – prof. A. Riccaboni, L. Zanni, M. Maraghini
    - Bologna University – prof. C. Boschetti, M. Colucci, S. Valentini
    - Cattolica Piacenza University – prof. E. Fornari, S. Grandi
    - Padova University – prof. Campagnolo

## EDUCATION

- POST GRADUATE courses (1 or 2 by month)** **see list below | 1996 – on going**  
 The Future of commerce and work (Harvard Business School) | Digital genius webinar (P&G marketing academy) | Strategic Negotiator (The Gap partnership-Berlin) | Design Thinking (Madrid) | Cultures@work (TMC-Trainer) | Creating excellence in Sales (Impact-London) | Emotional Intelligence (Joshua Freedman -Six Seconds - Roma) | Shopper Psychology 1 and 2 (P&G-Geneva-Trainer) | Leading with presence (Ariel Group-Roma) | Grow Coaching (Rome) | Corporate Athlete (HPI-Rome) | Leading at the speed of trust (S.Covey-Rome) | Team Leader college (Paris) | Shopper Marketing and Category Reinvention (Cincinnati) | Team Effectiveness (Rome) | Positive Power and Influence (Geneva) | 7 Habits for High Effective People (S.Covey-Rome) | Effective meetings & presentation (Rome) | People Development (Madrid)

- LAUREA DEGREE in Business Economics and Banking | 110/110** **Siena | 1989 – 1995**  
 University of Siena | Thesis on "Management Control in local banks" prof. A. Riccaboni
  - 1 Semester abroad | **West Valley College, Saratoga (California, USA) | 1993**

- COMMERCIAL BUSINESS DIPLOMA | 60/60** **Pescia | 1983 – 1988**

## ADDITIONAL INFORMATION

- LANGUAGES: *Italian: native | English: fluent | French: intermediate | Spanish: basic.*
- DATE OF BIRTH: September 3, 1969
- NATIONALITY: Italian
- OTHER INTERESTS: Sailing (sailing license) | trekking | alpine skiing | tennis | volleyball | reading | traveling
- ASSOCIATIONS: Member | Fondazione Cassa di Risparmio di Pistoia e Pescia  
 Member | Fondazione Bellisario