

ROBERTO D'ETTORRE
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WORK EXPERIENCES:

November 2023 – Present

Regional Regional Sales Manager - West Europe, Engines

- Responsible for the management of the West Europe zone, including Sales, Service and Engine Integration activities, both in France and Spain.
- The target is to grow our market share in the area, continuing to acquire new customers and new applications and strengthening the already existing customer relationships.

April 2022 – November 2023

Manager - Accounts, Engines EMEA

- Develops new business in the EMEA region.

December 2019 – April 2022

Account Manager - EMEA

Kohler Engines - Reggio Emilia (Italy)

- Develops new business by analyzing account potential; initiating, developing, and closing sales; recommending new applications and sales strategies;
- Identifies potential in accounts by studying current business; interviewing key customer personnel and company personnel who have worked with customer; identifying and evaluating additional needs analyzing opportunities;
- Initiates sales process by building relationships; qualifying potential; scheduling appointments;
- Develops sales by making initial presentation; explaining product and service enhancements and additions; introducing new products and services.
- Develops new applications by preparing specifications; conferring with product engineering.
- Contributes information to sales strategies by evaluating current product results; identifying needs to be filled; monitoring competitive products; analyzing and relaying customer reactions.

March 2012 – December 2019

Senior Sales Area Manager (North West & Central Italy)

Kohler Engines - Reggio Emilia (Italy)

- Maintain and increase the existing customers portfolio, through appropriate methods in order to optimize business growth and customers satisfaction;
- Management of an a specific geographic area in accordance to a predefined market development strategy.
- Determine types of prices satisfying the clients' needs as well as the organization's objectives; -Monitor and report on market analysis, competitor analysis and market trends;

- Ensure the customers may obtain the appropriate support from the technical assistance department;
- Support marketing activities and integrate personal sales efforts with other marketing activities, e.g., product launches, promotions, advertising and trade shows;

September 2010 -March 2012

Communication Specialist

Lombardini Motori/Kohler Engines -Reggio Emilia (Italy)

Supporting the Communication and Marketing Plans Manager in the following activities:

- Manage the website and social media pages.
- Carry out Brand Awareness, Brand Perceptions and Customer Satisfaction Surveys.
- Contact the press in order to organize press conference and advertising in specialized trade magazines.
- Organize exhibitions in EMEA and general events of the company.
- Creation of Gadgets and Merchandising.
- Prepare product literature and advertising campaigns.
- Updating of the technical documentation.

1999 -2008

In charge of Public Relations in different companies around Italy, mainly in the regions of Emilia-Romagna, Tuscany, Lombardy and Apulia.

September 2001 - July 2002

Civil Service

Association "Handicap Project" (APH)

Bologna (Italy)

EDUCATION AND TRAINING:

2009 -2010

Post-graduate Master in International Business Studies accredited by ASFOR CIS-Business School, Reggio Emilia (Italy)

March 2009

Bachelor Degree on International Relations.

Thesis: Internationalization of the small and medium enterprises: A special study of the Apulia Region (Italy).

Faculty of Political Sciences

Università di Bologna (Italy).

July 1998

High School Diploma on Industrial Engineer – Technician

Specialization: Industrial Electronic, Experimental Project "Ambra".

Technical -Industrial High School "Augusto Righi" -Taranto (Italy)

LANGUAGES:

Italian: mother tongue

English: C2

Spanish: C2

French: B1

COMPUTER SKILLS AND COMPETENCES

Good command of Microsoft Office, SAP, AS400, Zucchetti and Board

SOCIAL SKILLS AND COMPETENCES

Good ability to adapt to multicultural environments.

I can be defined as an active, responsible, creative, flexible person oriented to the execution of the objectives, resolution and development of the tasks assigned.

I like the active collaboration in work team.

Availability to travel as well as change place of residence.