

Luca Demaria

- Born in Soresina (CR) – Italy, on May 26th, 1978
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Work Experience

May 2017 – Present

Melchioni Spa

Milano

- Italian multinational company, operating through dedicated divisions, each focused exclusively on their reference sector (Electronic Components, Professional Electronic, Car System, Smart Solutions, Motion), 170 employees, turnover € 200 million –

Sales Manager – Car System Division

Responsibility for achieving sales targets for Car System Division, supplier of body parts (headlights, rear-view mirrors, lamps and accessories).

Reporting to CEO. Main tasks:

- Define of annual sales budget, sales policies and marketing plan
- Business development, management of the customer base and direction of sales force
- Drive increased share growth improving volume, sales revenue and profitability
- Present quarterly sales performance to CEO

May 2016 – Apr 2017

Brink Group

Giussano (MB)

- Italian Commercial branch of a Dutch multinational company, European leading manufacturer of towing systems for cars and commercial vehicles, 600 employees, turnover € 105 million -

Country Manager – IAM

Responsible for the Italian commercial branch, reporting to Managing Director (based in France). Main activities:

- Develop business and assure an increasing profitability in the Italian market, annual budgeting, produce of the business operating plan and quarterly/annual targets for revenue, profit and cash.
- Italian branch operations (customer care service, technical support, warehouse and logistics) and staff management
- Define sales and marketing policies, customers management and direction of sales force
- Business performance reports (on a monthly and quarterly basis)

September 2011 – May 2016

Exide Technologies Srl

Romano di L.dia (BG)

- Branch of an American multinational company, world leading manufacturer of batteries for automotive and stationary batteries and traction for the industrial sector, 550 employees, turnover € 230 million-

IAM Area Sales Manager – Transportation Division

Responsibility for achieving sales targets in the assigned area, with the following tasks:

- Implementation of sales policies, management of marketing initiatives,

- preparing weekly and monthly forecasts for customers
- Management of the customer base (stock and sell-out monitoring, training on the product, visiting alongside with end customers)
- Direct the sales force
- Identify and win new customers in accordance with the plan of coverage defined by sales director

April 2006 – August 2011

Italian Cable Company Group

Bolgare (BG)

- Italian leading manufacturer of electrical cables, 350+ employees, with an annual turnover of € 185 million -

Area Sales Manager – Industrial Division

Commercial management of the assigned area with the responsibility for the following activities:

- Ensure, in accordance with company policies, objectives and sales strategies in order to improve the competitive position of ICC Group
- Analyze and monitor competition and market environment in order to increase the performance of the assigned business
- Prepare/discuss annual budget for area assigned
- Direct sale force

January 2003 – March 2006

GI Group S.p.A.

Milano

- human resources and staffing Company, 850+ employees, with an annual turnover of € 350 million -

Sales Manager Piacenza Branch

Responsible for:

- Branch Operations, including sales development, budget and marketing
- Customer management
- Supervision of the Branch activities, hiring and staff coordination

Foreign languages	Fluent in English Good knowledge of Spanish, basic in French
Knowledge of	Windows, Microsoft Office, Internet – Microsoft Outlook
Education	Università Cattolica di Milano, Degree in Political Science - 2002 Liceo Scientifico 'L. da Vinci' di Crema (CR), Diploma in Science - 1997
Training courses	Professional training course at the Università Cattolica, sponsored by the Sociology Department, on Human Resources Recruiting - 2004
Personal profile	People oriented, outstanding interpersonal communication skills, excellent networking skills. Self-motivated, goal oriented, with ability to work within a fast paced environment. Always ready to learn and take on new responsibilities.

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