

carlo enrico marchionni

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US citizen

WORK EXPERIENCE

Toschi USA Corp, New York, NY

Amarena Cherry, Liqueurs, Modena Balsamic Vinegar Syrups, Bakery & Gelato; Sales revenue 2019 \$ 5.2 Mio

Us Country Manager (food service 80% - retail 20%) since 2018

As a direct report to Export Director based in Italy main responsibilities include:

- Establishing and managing the US branch in New York
- Management of local clients & partners for new business develop business development and marketing strategies
- Training over 50 sales representatives to give them a better knowledge of the products line.
- Traveling extensively throughout North America to customize the sales strategy to each area.
- Developing, presenting, and negotiating the recommended portfolio of products and merchandising solutions with accounts.
- Key account development with long-term profitability
- Supervising a sales team of 3 people

Personal & consolidated contacts with:

- **Distributors:** Sysco, US Food, Chef Warehouse, Cheney Brothers, Prime Line
- **Retailer:** H-E-B, Publix, Kroger, Safeway, Walmart, Kroger
- **Brokers:** Waypoint, Savi Sales, Mc Lean Global

Fabbri USA 1905, Maspeth, NY

Amarena Cherry, Syrups, Ingredients for Bakery and Gelato

Area Manager

Jan 2014 – April 2018

As a direct report to the US Vice President of Sales Director

- 100% Food service focus. Oversee regional and local sales managers and their staffs.
- Direct staffing, training, and performance evaluations to develop and control sales and service programs. One direct report account associate based in Los Angeles
- Management of **customer service** issues regarding sales & service
- Advise potential customers regarding suggested equipment needs
- Represent company at trade association meetings to promote products.

Personal & consolidated contacts with:

- **Distributors:** Sysco, Chef Warehouse, Devine Specialty
- Direct distribution directly to the end user
- Supervising 1 person

Banco Popolare, Verona, Italy

Financial Advisor, Nov 2011– Jul 2014

- Determine customers' financial needs; prepare business proposals to sell services
- Contact prospective customers to present information and explain available services.
- Sales of trusts, investments, or check processing services.
- Make presentations on financial services for new business development

EDUCATION Università degli Studi di Modena/ Reggio Emilia, Modena

BS in *International Business & Law* **Sep. 2011**

LANGUAGES

- Italian native speaker
- Spanish fluent
- French fluent

IT SKILLS MS Office ; Salesforce / MS Dynamics; R Studio

INTEREST Cycling and Soccer; Traveling; Cinema

Current Salary: 120000 \$/ year, plus bonus in the range of 15k-20k. Full benefit includes: 410k (employee match 6%), monthly car allowance 550\$, monthly phone & internet allowance 150\$, health, life and dental insurance.