



MARCELLO IANUZZIELLO

**Sales Advisor
Business Developer**

ABOUT ME

- ✉ marce198906@gmail.com
- 🏠 Desenzano del Garda (BS) Italy
- 📅 Date of birth 15/06/1989
- 🇮🇹 Italian
- 🚗 Driving licence (B)
- 📍 International
- ☎ 3485390181

LANGUAGES

Italian

Mother tongue

English

Fluent

Spanish

Fluent

KNOW-HOW

Leadership, Problem solving, Time management, Customer Care and Best Practices Implementing innovative projects

INTERESTS

ESG Events, Ted Talks, Sport, Volunteering, Travelling, Blogging

QUOTE

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time" — Thomas A. Edison

Account Manager and Mba Candidate from the University of Iowa with 5 years of remarkable international experience. Well-versed in team management, problem solving and peak negotiation skills. Adaptable, excellent time management skill and the ability to work well in high pressure environments and meet key deadlines. ESG promoter.

WORK EXPERIENCE

Fintech Account Manager Since February 2019

BANCOPOSTA SGR Verona, Italy

Leading effectively a team of 5 people and managing a portfolio of more than 2.500 clients worth €100M. My Customers are mainly middle-sizes companies. I also take care of the retail market.

Overachievement of target markets and budgeting:

- +130% in terms of new contracts signed
- +150% up selling and cross selling on retirement planning, investment solutions and insurance policies.

Increased portfolio by 35% in one year:

- Networking
- Complaint resolution
- Delivering projects on time

Key Account Manager From October 2015 to July 2018

MED SHIPPING Houston, United States

Won "Manager of the Year" contest in 2016 and in 2017 due to increasing sales by 55% and reducing customer attrition. Met all KPI's.

Implemented a positive mentoring and customer-friendly approach:

- Increased units sold and boost profit margins
- B2B Vip Customers Relationships: Tesla, Walmart, Jbs, Panalpina
- Handled unexpected situations (Cyber attack)
- Team Coaching, Support and Empowering

Jr Sales and Marketing Planner From October 2014 to March 2015

IACC TEXAS - Italian American Chamber of Commerce Houston, United States

As a leader, in collaboration with the team, increased the number of qualified leads.

Boosted customer lifetime value and increased win rates:

- Product launch
- Social Media Marketing
- Strategic Sales Management
- Associate Founder of the Annual Summit "Taste of Italy"

EDUCATION

MASTER OF BUSINESS ADMINISTRATION - MBA Since September 2021

IOWA UNIVERSITY Blended Formula

The University of Iowa - Tippie College of Business - is a public research university, ranked among the top 50 worldwide. At the end of the MBA Executive Program I will be able to analyze large amounts of data to make better business decisions and gain invaluable analytics skills.

SIX SIGMA From March 2016 to September 2016

Rice University Houston

M.Sc. (Banking and Finance) From December 2012 to October 2014

UNIVPM - Marche Polytechnic University Ancona, Italy

ERASMUS From September 2013 to September 2014

University of Split Split, Croatia

B.Sc. (Sales and Marketing Management) From September 2009 to November 2012

University of Verona Verona, Italy

IT SKILLS

Internet, Office suites, Social Media

Mac or Windows, Microsoft office, Power point, Excel, Skype, Facebook, Instagram, Zoom, Twitter, Outlook, Mozilla, CRM, Sap, Adobe Express