



Mirco Vassallo

Director | MBA | Sales | eCommerce | Digital | Retail

My profile

Senior manager MBA 20+ years' experience in Sales & Marketing (Telco, Retail, Tourism).

Solid background in Strategy, B2B/B2C sales channels, eCommerce, CRM & Digital.

Proven track records in leading multi-million-euro business units in multinational matrix organizations.

Innovative, open minded, I am passionate for results and fully committed to the team with a "never give up" attitude and a customer centric approach.

My languages

English: excellent

Italian: mother tongue

French: basic comprehension and talk.

My education

MBA

ECSP Paris, 2018-2020.

Degree in Economics

University of Genoa, 1999.

Evaluation: 110/110 with honors.

Psychology

Credits, 2020.

Development path

I attended different managerial training among which neuro-linguistic programming, interpersonal relationships, sales techniques and negotiation, project management, hiring process, self-assessment and development. In 2016 I have been selected in Costa Crociere talent pool.

April 2019 until today

Direct & Online Sales Director

Direct and online sales channel management (up to 32% of Italian market, 150M€ of gross revenues and +20% of yearly growth).

Main responsibilities at high level: eCommerce, CRM, digital advertising, contact center inbound sales, contact center outbound sales, OTA travel agencies (e.g. lastminute.com, ...), new sales channels (e.g. booking.com, amazon, ...), business to business sales (MICE in the leisure and tourism).

In the current role I manage my highest budget responsibility ever, driving B2C and B2B sales also through a cross-functional report of commercial operations (> 80 sales agents).

Entering in the Covid-19 crisis period I have been appointed Sales Transformation Director, with the full responsibility to drive effectiveness and process redesign along all sales channels at worldwide level.



October 2018 until today

Adjunct Professor in Economics

"Economics of Cruise Industry" Professor at Maritime and Port Economics degree.



November 2016 – March 2019

Head of Direct Sales

Main task: driving the Italian market in a yearly double-digit direct sales growth up to 100M€ of gross revenues.

Main responsibilities at high level: eCommerce, CRM, digital advertising, contact center inbound sales, contact center outbound sales, new sales channels (e.g. marketplaces, partnership, gift card, ...).



April 2013 – October 2016

Head of CRM and Direct Marketing

I hired and coached a multidisciplinary team of 4 professionals (2 mathematics, 1 informatic, 1 digital campaign manager) and I had the opportunity to develop working at worldwide level a real multicultural approach.

Main worldwide responsibilities and activities: provide customer and marketing insights, define new CRM strategy and customer journey, guarantee the develop and implementation of the new CRM, guarantee worldwide digital campaign management. Capex/Opex yearly budget: 3.5 M€

Main achievements and awards: Interactive Key Award 2016 for Email marketing, DMA Awards 2016: Gold for Travel & Hospitality and Special prize for the best data driven marketing.



April 2008 – March 2013

Director of Sales and Marketing

Lead the company in the business marketing services (geointelligence, advertising mail, loyalty, promotion & events).

Up to 12 M€ of business generated one year since spin-off from Postel Spa.

Directly reporting to the shareholders, I have been delegated for managing all sales and marketing activities: profit and loss, strategic plan, management of sales and marketing team (15 senior and professionals), "closing" of main tenders and negotiations, business development and launch of new services, processes and quality delivery to customers, human resourcing staffing and hiring, public and press relations.



January 2005 – April 2008

Head of Direct Marketing Sales

Posteitaliane

Head of Sales of the business Unit Direct Marketing at Group Level.

I managed target responsibility through a dedicated salesforce: 10 Regional Sales Account, 8 Indirect Agencies.

Other main tasks: main contracts and negotiations, people management, sales plan and reporting, incentive and rewarding plan, training and development, business development and public relations.

In 2007 I achieved more than 37 M€ of total revenue with more than 2.000 active customers all over Italy, developing a strict relationship with the main Italian companies in retail, FMCG, telco and finance.

Publications:

- "Zone to homogeneity Logistics" registered by the Patent and Trademark Italian, 2007.

January 2003 – December 2004

Direct Marketing Manager

Postel

Responsible for the product development and all CRM initiatives.

Main Projects: new online business services and platform, new CRM sales system, new integrated direct sales services (direct mail and contact center).

Achievements: launch of the first self-targeting and self-publishing platform (www.mydirect.it) for small business companies and creation of the first loyalty program of Posteitaliane Group (www.millemail.it).

June 2001 – January 2003

Financial Controller

FASTWEB

Main Activities with a team of 2 analysts:

- monitoring budget revenues, income, investments, and cash flow.
- analysis of economic indicators and management of the company, development of appropriate reports and support the forecasting.
- control of business trends for the three market segments (Residential, Small Business, Top) and operational planning of sales (sizing channels / products / incentive systems).
- development and test of the new business intelligence systems and reporting tools.

October 1999 – June 2001

Junior Management Consultant

BRIDGE

Main projects:

- Business plan on "new opening stores" for a food retail.
- Marketing plan for an important tourist operator.
- New organization model for an important public transport company.
- International alliance strategy for a railways company.

Publications:

- "The Public Transport of the future" – Comune di Roma, 2001.
- "Reform, Market and Competition" – clickmobility, n.1 – 2001.

I authorize the processing of personal data
according to Italian law (D. Lgs. 196/2003).
25th February 2021

