

## PERSONAL INFORMATION



## Magoni Stefano

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Sex Male | Date of birth 21 April 1989 | Nationality Italian

Make a difference is the underlying passion that drives my daily activity.

This passion led me to challenge myself day after day in order to continuously improve and refine my skills. I am committed and results-oriented, constantly focused to stay on top of deadlines and with a practical approach.

I've recently been promoted to a leadership role: I find co-workers usually come to me with questions or concerns, even when I wasn't in a leadership role, because if I don't know the answer, I'll at least point them in the right direction.

## WORK EXPERIENCE

May 2018 – Present

**Spare Parts Team Leader and Business Analyst**

Sematic Spa – Wittur Group, Osio Sotto (Italy)

Reporting directly to the Spare Parts Director EMEA, the main tasks I deal with are:

- Managing and running of the Spare Parts Team, front/back office Italy – Hungary;
- Billing, booking and backlog analysis– weekly/monthly/periodic reporting for the Group Direction;
- Monitoring target and KPI achievement for the Spare Parts business unit – net sales, margin, offer/order response time, OTD, active promotions success rate;
- Actively contributing to budget evaluation and analysis, forecast and business plan supporting the Group Direction and interacting with the sales departments of the trading companies of the Group;
- Defining marketing strategy, pricing and development of the spare parts business;
- Cooperate with logistics and supply chain for the definition of stock levels, ordering lots, handling units;
- Organizing and running the 2 e-commerce channels (B2B) of the Wittur Group.

July 2015 – April 2018

**E-commerce and Spare Parts Specialist**

Sematic Spa, Osio Sotto (Italy)

Management of the EMEA e-commerce platform and spare parts sales front office.

The main activities I dealt with were:

- Daily management of the web shop channel and of the web contents.
- Draw up of reports on online sales trends – net sales, new customers' registration, OTD;
- Development of custom quotation: definition of commercial proposal in line with customers' needs and based on the technical specs of the installed elevator;
- Spare parts sales front office for the following markets: Great Britain, Ireland, Norway, Sweden, Finland, Netherlands, China and Australia.
- Direct contact with the final customer for technical – commercial support and problem solving.

## EDUCATION AND TRAINING

2012 – 2015

**Master of Science in Management, Leadership and Marketing**

Level7 QEQ

Università degli Studi di Bergamo, Bergamo (Italy)

The Management, Leadership and Marketing program addresses management issues faced by organizations (large companies and small and medium enterprises), in order to compete in challenging markets, and overcome recession periods.

During this course of study, through specific business cases, I got the chance to learn the fundamental marketing mix and business strategies applied by the companies in different scenarios.

Management studies, business development, value creation and marketing studies were the theoretical pillars of the program.

I got my master's degree (101/110) with the thesis: "Green marketing and electric vehicles: a survey about consumer perceptions and the case study of Tesla Motors".

I developed a survey that, after a critical analysis of the results and the enhancement in a green perspective of the marketing mix, allowed me to define a compelling marketing strategy to be applied in the growing business of the electric car.

2013 – 2014 **Boarding Pass Project (M.Sc. Management & Marketing)** Level 7 QEQ  
 Freie Universität of Berlin, Berlin (Germany)

I took part in the so-called Boarding Pass Project at the Freie Universität of Berlin. During the program, taught in english, I had the opportunity to develop weekly presentations and team works focused mainly on business cases of marketing and B2B relationships. This path was enhanced by the writing of academical research papers in which I had to face, among the others, contents such as "The escalation of commitment" and "The changing role of marketing in the corporation" to be presented in front of a specialized commission. The Boarding Pass Project, as part of the Freie Universität Master in Management and Marketing, was made up by the following subjects: management theory, management case studies, marketing theory, marketing case studies.

2008 – 2012 **Bachelor's degree in Foreign Trade** Level 6 QEQ  
 Università degli Studi di Bergamo, Bergamo (Italy)

Thesis: "The crisis of public debt: the possible scenarios"  
 The course of study in foreign trade helped me to develop a wide knowledge of the complex macroeconomic scenario as well as the main issues companies are dealing with everyday. I could also better understand the impact of globalization on the main patterns of international business, the different strategies of internationalization, from export to foreign direct investments, and the international marketing plans used by multinational companies.

2003 – 2008 **Diploma of Scientific high school** Level 4 QEQ  
 Liceo Scientifico "Edoardo Amaldi", Alzano Lombardo (Italia)

**PERSONAL SKILLS**

Mother tongue Italiano

Other language	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
The educational path abroad allowed me to improve both written and spoken production. Watching tv series in original language helped me to improve the comprehension.					
Levels: A1 e A2: Basic user - B1 e B2: Independent user - C1 e C2: Proficient student Common European Framework of Reference for Languages					

Communication skills I developed public speaking and teamworking skills: during the experience spent in Berlin I had to do with weekly presentations, to be discussed in front of a specialized commission; I've also had the chance to work and compare myself in group composed by students from various countries and different cultures. The position of Team Leader within a multinational company allowed me to fine-tune these skills and apply them in the work environment.

Organizational / managerial skills During the course of my studies I learned to meet deadlines and to deal with time management. The coordination of a team and the many meetings where it was necessary to find shared solutions among the different actors involved in order to achieve the tough target settled by the management, were an essential testing ground to increase my personal abilities to handle relations and to take on responsibilities. The training for new sales employees is part of my tasks.

Computer skills I've got a really good knowledge of Windows and Office tools, especially Excel and Power Point, as well as Mac OSX and iWork suite. I generally use Microsoft Dynamics Ax as ERP, TCE as product configurator, Sana Commerce and Intershop as ecommerce platforms.

Other skills I experience a great passion for technology and for the automotive industry: passions that turned out in a thesis focused on the concept of innovativeness in the automotive field. I also like the history of the XX century and in particular the cold war.

Driving licence B – Car owner.

"Autorizzo il trattamento dei miei dati personali, ai sensi del D.lgs. 196 del 30 giugno 2003"