

# ROBERTO MINELLO

**Born:** July, 19th 1982 – Venezia – Italy

**Address:** Jesolo (VE)



## PROFESSIONAL EXPERIENCES

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### ***“Country Senior Manager Central & Western Europe”***

Apr ‘20 – to date

#### **MOLSON COORS - Export & License EMEA & APAC**

- Full country **P&L** accountability for: Germany, Austria, Switzerland, BENELUX, France, Portugal
- **Country business plan** development and implementation
- **Funcional team management:** Marketing, Logistic, Demand Planning, Customer Management, Legal, Finance
- **M&A** agenda leading

### ***“Head of On Trade Italy”***

Nov ‘19 – Mar ‘20

#### **MOLSON COORS Italy**

- **Italy On Trade sales team management** (8 direct reports): recruitment – coaching&training – motivation/engagement – target setting – budget cascading
- Channel **P&L** management
- **Channel business plan development and implementation:** RTM – commercial policy - contact strategy – promo plan – way of working and routines – target setting and budgeting – productivity KPIs definition and monitoring
- **M&A** agenda leading

### ***“Head of Sales Food Service Italy”***

Mar ‘19 – Sep ‘19

#### **DE CECCO – Sales team**

- **Italy Food Service sales team management** (120 sales reps - 5 direct reports): recruitment – coaching&training – motivation/engagement – target setting – budget cascading
- Channel **P&L** management
- **Channel business plan development and implementation:** contact strategy – promo plan – way of working and routines – target setting and budgeting – productivity KPIs definition and monitoring

### ***“Head of Sell Out”***

Jul ‘17 – Dec ‘18

#### **AB-INBEV Italy – On Trade Sales dept. – Sell Out team**

- **On Trade sell out team management** (40 sales reps - 6 direct reports): recruitment – coaching&training (sales capabilities) – motivation/engagement – target setting – budget cascading
- **Business plan development and implementation:** contact strategy – promo plan – way of working and routines – target setting and budgeting – productivity KPIs definition and monitoring

- Part of **Zone Europe** and **South Europe B.U. committee** on POS activation, POS contact strategy, POS materials development and Salesforce contract management tool development
- Lean Six Sigma Green Belt project completion on effective POS activation management in the Italian On Trade market

### ***“Head of Sell In”***

Jan '15 – Jun '17

**AB-INBEV Italy** – On Trade Sales dept. – Sell In team

- On Trade **route-to-market** (wholesalers distribution network and team sizing) approach development
- **Commercial policy** and annual business plan planning and implementation
- Sell In team functional management (30 sales account managers with 4 Area Managers)
- **National Account Managers** team management (2 direct reports)
- Sales force **target** setting and **budget** cascading
- Channel **P&L** management

### ***“Channel Manager Wholesalers and Cash&Carry”***

Jan '14 – Dec '14

**COCA-COLA HBC Italy** – Trade Marketing dept. – On Trade

- Preparation of **sales&marketing strategy** followed by business plan of marketing activities in dedicated channels
- **Set up, implementation and evaluation of strategic and tactical plans** needed for achievement of strategic goals in line with business plan priorities (commercial policy and pricing, portfolio management, BTL activation)
- **Leading** activities of Trade Marketing department in line with approved plans and budget
- Channel KPIs (Channel P&L, Market Share, Volumes per category, NSR alignment) and corrective plans management

### ***“Channel Promotion Manager”***

Jul '12 – Dec '13

**HEINEKEN Italy** - Trade Marketing dept. – On Trade

- Full responsibility of **Strongbow Gold cider launch** in Italy On Trade market: Italy as **global pilot market** for cider category launch platform development
- Development of Strongbow Gold **global On Trade POS activation toolkit**
- **BTL promo plan** development (e.g. consumer promotions, POS materials development, sampling, sell in/out trade loading activities, events tours)
- **Trade incentives** and **Sales Force incentive** activities development
- New products launch: **P&L, pricing and volumes forecasting**
- **BTL investments tracking and measuring**: data gathering, creation of models of analysis, reporting and presentation

### ***“Jr. Category Manager Bottle&Can”***

Sep '10 – Jun '12

**HEINEKEN Italy** – Trade Marketing dept. – On Trade

### ***“Sales Rep. On Trade”***

Apr '09 – Aug '10

**HEINEKEN Italy** – Sales dept. – On Trade

***“Jr. Category Manager Draught”***

Aug ‘08 – Mar ‘09

**HEINEKEN Italy** – Trade Marketing dept. – On Trade

***“Jr. Analyst” (internship)***

Mar ‘06 – Jul ‘06

**GRUPPO COIN S.p.A.** – Marketing dept. – Fidelity Card team

**EDUCATION AND BACKGROUND**

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**Master Degree “Marketing & Communication” - Score: 110/110 cum laude**

Università Ca’ Foscari di Venezia - Business Administration dept.

**Bachelor Degree “Marketing & Business Administration” - Score: 107/110**

Università Ca’ Foscari di Venezia - Business Administration dept.

**LAUNGUAGES:** fluent English – Italian mothertongue

PRIVACY: in compliance with the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff.