

GIUSEPPE PETTI

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BUSINESS EXPERIENCE

OYO ROOMS

May 19-July 20 Area Sales Manager - Rome (Italy)

- Key representative of OYO Vacation Homes brand for Southern Italy regions.
- Responsible for the entire sales process with new partners
- Responsible for ensuring consistent and rapid growth across all sales channels.
- Business development: CVR area analysis, competition scouting
- Coaching and performance monitoring of external agents in the region

FOODORA GMBH

Jun 16-Dec 18 Business Development Manager - Rome (Italy)

- Launched four cities in Italy (Rome, Florence, Bologna, Verona)
- Lead generation ,definition of partner acquisition process and touchpoints
- Meetings and negotiations with potential partners
- Salesforce.com daily update
- Building strong relationship with partners
- Business Intelligence (competition analysis, identification of new customers) and Up-selling & Cross-selling activities
- Coaching and performance monitoring of internal sales representatives
- Being responsible for driving incremental orders by helping our restaurants to create a better customer experience

ATRADIUS N.V - Milan (Italy)

Jun 15 -May 16 Credit Analyst

- Testing the creditworthiness of a business or organization and evaluate credit limits requests through financial analysis of statement of accounts, cash flow statements and commercial information from third parties
- Management of a risk portfolio, made by more than 1.000 companies
- Analysis of new vendor agreement proposed by sales force and credit policy
- Monthly analysis of bad debt portfolio Market Analysis:
- Peer analysis; Sector's analysis; Unpaid rate distinguished per sectors

PIZZ@HOME - Rome (Italy)

Jan 12-Jul 13 Co-Founder, Food delivery app

EDUCATION

Jan 16 -Apr 19 Università Telematica Pegaso, Italy- Bachelors Degree in Business Administration and Management

Sep 14-May 15 University of Toronto, Canada - Certificate in Risk Mgmt & Int. Project Mgmt

Oct 13-May 14 St, John's University, Usa - Business English

ADDITIONAL INFORMATION

IT SKILLS Data analysis and statistics: **Google Analytics, Microsoft Excel, Tableau**
Content Management: **HTML, CSS, CMS**
Crm: **Hubspot, Salesforce**

INTERESTS Sailing, Football (Played as professional and semi-professional player in Italy from 2007 to 2012), Diving, Travelling (visited 25+ countries and lived in 3 countries)

LANGUAGES Fluent **English**, Native **Italian**,

NATIONALITY Italian