

Manuela Soffientini



Personal information

Place and date of birth: Codogno (LO) 6th of July 1959

Professional Experience

ELECTROLUX ITALY (since May 2012)

Managing Director Major and Small Appliances Cluster Italy and International Sales

Total revenues 320 mio - Size of organization 140 people

Main Achievements:

- PTW (restructuring project) implementation
- Relocation of Commercial Team in Milan from Pordenone
- New brand architecture strategy based on Electrolux & AEG (vs Electrolux-Rex, Aeg, Zoppas, Zanussi)

PIRELLI (March 2012 - March 2016)

Independent Board Member

Member of Strategy Committee - Member of Remuneration Committee

PHILIPS CL (Since February 2011)

General Manager VP, IIG (Italy, Israel, Greece)

Responsible for the creation of the cluster and fully responsible of the P&L of the three countries.

PHILIPS Consumer Lifestyle (January 2008) - new Philips Sector integrating the two former division DAP (Domestic Appliances) and CE (Consumer Electronics)

General Manager (since October 2008) - Total revenues 310 mio - Size of organization 168 people.

Responsible for the CL business in Italy with the task to complete the integration of the two former organizations and to deploy Bus strategy into budget process.

Deputy General Manager (January - October 2008) with the responsibility for the integration of the two former divisions. This role was including the CMM PIP/AMO role (Customer Marketing Manager Primus inter Pares, Area Marketing Officer) - Coordinator for all the activities around the Philips brand related to whole Philips Sectors (CL, Lighting, Healthcare.)

PHILIPS DAP (June 2001)

General Manager DAP Italy (Small domestic Appliances; Shavers, Personal Care, Kitchen devices, Irons, Vacuum cleaners) Philips DAP Business Division

Annual Volume: 95 mio To Net -Size of organization 45 people - Responsible for: Marketing, Sales, F&A, Operations, HR.

Main Achievements:

- Redesign of the whole organization to align competences to market evolution.
- TO growth acceleration (2007: +15% vs 2006) as a positive effect of organizational redesign
- Increased profitability putting Italy into the 3 best performing countries within the DAP Organization
- Consolidation of leadership in the Italian Market

PHILIPS Lighting (July 1997)

CMSU Manager Consumer Lamps and Batteries

1999-2000 Deployment of the Promodes International, Auchan International contract

Coop- Italia: re-negotiation of annual terms and conditions

1998 Disentangle Lamps - Batteries (consumer Lamps unit was providing its support as sales organization)

Definition of a more aggressive sales strategy in order to recover some key Italian customers (coop Italia, Standa, Pam where Philips was not listed) and to re-negotiate some very expensive annual contract (Esselunga, Supercentrale, Intermedia) Launch of Ambiance (new energy saving bulb)

1997 Established a new organization (new team and "modus operandi") more consumer oriented, within the Italian Lighting organization in order to develop the penetration of Philips in the Italian lamps and Batteries Market.

Powerlife Launch reaching 40% of weighted distribution within 6 months.

Main Achievement:

- Lamps TO +60% (2000 vs 1997) Lamps market Leadership starting from 2000.

NUOVA FORNERIA (1990 - 1997) Joint venture SME group, Barilla, Ferrero, operating in the food and snacks market)

Marketing and Sales Director

1995-1997 Responsible for the re-positioning of the whole product range according to the new owners guidelines: new packaging, new price repositioning (as a reaction to the Hard-Discount penetration in the Italian market) new communication

Responsible for the restructuring of the Sales organization (from 25 people on the sales department to 18; from 74 Agents to 63)

Implementation of a new price waterfall to increase customer profitability.

Main achievement:

- After 10 years of results in the red, the company went back to the profit in 1996.

Marketing Director

1992 - 1995 Definition of a long terms strategy for the existing brands suitable to the company shareholders (Nuova Forneria, Barilla e Ferrero were competitors in the snack sector)

Launch of a new product (new concept) FIOR DI MERENDA

Marketing Manager

1990 - 1992 responsible for the re-launch of the historical brands of the company: Buondi and Ciocori

Launch of the line-extension Buondi Integrale

Development of the new communication and promotional strategy
Definition of a short terms strategy in order to recover Market share in the snacks sector dominated by Barilla and Ferrero.

HENKEL ITALIANA (1984-1990)

Product manager Dixan Powder

1989-1990 Responsible for alignment of the local strategy of the most important product of the Italian unit (representing 70% of the TO) to the new international guidelines.

Definition of a new promotional strategy for the whole brand (including all the line-extensions)

Product Manager Perlana and Dato

1987-1989 Responsible for the international brand refreshment, renewing the key elements of the marketing mix (product: new perfume, new formula; brand and Packaging design, development of a new TV and Print Communication to be adopted by all European units=

Launch of the line -extension: Perlana Shampoo

Introduction of a new size of Perlana Liquid (2lt)

Assistant Product Manager Perlana and Dato

1984-1987 Assistant to the Product manager responsible for fine fabrics detergent, in charge of the implementation of the communication and promotional strategy. Since 1986 the position of Product manager was vacant and I was managing the position reporting directly to the marketing manager.

Main Achievements:

- Italian Industrial Association: Recognition for the best TV advert of the year
- Gaining the leadership in the Italia Market (the only European market where Henkel was leader in the fine washer category)

Education

- High School Certificate
- Degree in Economics at the Catholic university of Milan (1983)
- Marketing Courses organized by Henkel Dusseldorf (1989)
- ESSEC Business School - Philips Program (2000)
- IMD Lausanne - New Next Level Leader Electrolux Program (2015)

Skills & Abilities

English: Advanced Level, good general usage, everyday business
French: Conversational skills intermediate
German: Beginner/Basic

Various International Team Building exercises and courses.

Computer skills: Excel, PowerPoint and Windows Office Package

Sports: Golf, distance running, swimming

Other interest: Travelling, Reading, Arts

Qu. Soprano