

Anna Sala Zhitnikova, Entrepreneur, Mentor

Executive MBA, Finance & Banking

work history summary



at'11
agency

at'11 agency - CEO & Founder

Strategic Consulting + Business Development + Sales [IT+UK], from 2019
Representation of a portfolio of Italian Furniture, Bath, Lighting and Décor Brands in the UK market. Go-to-market strategy set-up and implementation, sales channels set up with multi-brand retailers, monobrand flagships, Interior Designers, Procurement Teams and Developers.

≡ **Director Europe - General Contractor Design & Build in Retail Real Estate industry** – project management, interiors fit out and retail stores rollout on **EU scale** | SAJO Inc [Canada, USA, EU], 2017/19

≡ **Managing Director & Partner – General Contractor Design & Build, Project Management in Retail and Office Real Estate industry.** The role included the business sale and the brand introduction into the Buying side operations after the acquisition | CMS Interiors [IT, PL, FR, NL, CH, UK], 2011/17

Board Member experience

≡ **Santander UK Leadership Programme – Female Entrepreneurs Mentoring**

≡ **LEADH(E)RSHIP Club Politecnico di Milano – Founding Member**

≡ **Non-Executive Director with several Italian furniture manufacturers and UK Interior Design practices**

≡ **CMS Interiors group of companies – expertise in Operations, Luxury Retail market, Business Development, Internationalization**

publications

1. Manifesto, White Paper “Unlocking Responsible Luxury”, article “Steps to Sustainable Brick-and-Mortar retail stores”, november 2018
2. “Luxury Spaces Design”, Retail and Trends magazine, january 2014 “Luxury Stores Fit out trends”, Retail and Trends magazine, february 2014
3. Chapter dedicated to “Store Interiors Design” of Politecnico di Milano book “Luxury Management
4. Creating Sustainable Value in the World’s Most Fascinating Sector”, september 2015

languages

English: advanced

Italian: advanced

French: intermediate

Polish: advanced

Russian: mother language

education

2019 **Real Estate Economics and Finance** certificate, LSE London School of Economics

2012/14 **Executive MBA** (110/110), MIP POLITECNICO DI MILANO Graduate School of Business [6th in FT Ranking, 3rd in EU, 1st in Italy]

2004/09 **Finance and Banking** complete degree, SGH - Warsaw School of Economics

2015 **Doing Business in China Seminar**, part of Executive MBA, TONGJI UNIVERSITY

teaching

2014 – current **Lecturer and Researcher** on luxury retail market, trends and operations, retail concept design and store opening with a special focus on stores design and construction to several classes of MIP POLITECNICO DI MILANO and SP Jain Business School (Mumbai):

- IMLUX, International Master in Luxury Management
- International MBA Class, Elective in Luxury Management
- MGLuxM, Global Master in Luxury Goods and Services Management

causes

- under-schooled girls in developing countries
- homelessness