

Eugenia Di Muzio

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Italian National, U.S. National

WORK EXPERIENCE

P448 – GENERAL MANAGER EMEA

Reporting to CEO

March 2022- Now

Managing Commercial Division; coordinating a team of 4 sales manager and 15 between Agents and Distributors.

Setting commercial strategy for the brand. Identifying market priorities, timings and ideal distribution plan. Budget definition for wholesale division and negotiation with major accounts and key departments; coordinating showroom activities and buying campaigns; Sales Analysis and Reporting; highlighting new business opportunities and definition of mid and long term strategies; Supporting the CEO for Retail Openings in EUROPE. Defining strategy for Franchising Operations in the region, identifying key partners and priorities definition.

Coordination of agents and distributors for sales campaign, procedures, local strategies, local initiatives to support the brand growth in the region. Identifying and select potential agents in areas with commercial potential, contract negotiation and minimums discussion

Defining Commercial procedure

Defining a set of procedures to support commercial division growth organically. Monthly Sales Reporting system, Stock replenishment programs, orders and showroom sets of guidelines, re-set of showroom and commercial rules, cascading strategies from US Headquarter to Europe Showrooms and Agents. Supporting clients, agents and distributors with commercial, marketing and digital tools suitable for the EMEA Market

Aquazzura Spa – Head of Sales - Worldwide Retail, E-Commerce, Franchising & Wholesale Director

Reporting to CEO

May 2021 – March 2022

Managing Worldwide Commercial Division; coordinating a team of 9 : in charge of management and coordination of wholesale & Franchising accounts. Budget definition for wholesale division and negotiation with major accounts and key departments; coordinating showroom activities and buying campaigns; Sales Analysis and Reporting; highlighting new business opportunities and definition of mid and long term strategies; Geo pricing definitions; Pricelist definition (@Sell-in); Providing commercial inputs to Style and product office for new collections definitions;

Business Development for Retail and Franchising

Intensive analysis of business opportunities in key strategic markets both as direct or franchising operations; identification of key markets and development priorities; partner research, store/location research in the markets, pricing strategy definition and mark-up; Strategic Development Plan elaboration. Currently focused on development of Retail Business in United States. Business model definition and coordination of all set-up process.

Managing the Retail operations of all Retail Direct Stores outside Europe.

Focused on business development of franchising and JV operations in GCC countries and China with intensive opening plan.

Lecturer–Politecnico di Milano

September 2021 - Now

High End and Luxury Industries Management Course at Management Engineering Faculty at Politecnico di Milano.

Product Lifecycle Management for Fashion Course at Management Engineering Faculty at Politecnico di Milano.

Lecturer and Part of the academic Team. Class Lectures, Assignments and seminars. Developed the section of the course focused on the commercial strategic logics and mechanism. Organizing seasonal classes and project works, conducting classes and final assessments with Students.

René Caovilla Spa – Head of Sales – WW Wholesale, Retail and Franchising Business Development Manager

René Caovilla Spa – President of RENE CAOVIILLA USA, Hong Kong, Singapore local Branches

Reporting to CEO

Jan.2017- Now

Managing Worldwide Wholesale Division; coordinating a team of 6 in charge of management and coordination of wholesale accounts. Budget definition for wholesale division and negotiation with major accounts and key departments; coordinating showroom activities and buying campaigns; Sales Analysis and Reporting; highlighting new business opportunities and definition of mid and long term strategies; Geo pricing definitions; Pricelist definition (@Sell-in); Providing commercial inputs to Style and product office for new collections definitions; Implementing procedures and strategies for a global definition of Caovilla image across our point of sales (Visual guidelines, training manual and training sessions, visual props).

Business Development

Intensive analysis of business opportunities in key strategic markets both as direct or franchising operations; identification of key markets and development priorities; partner research, store/location research in the markets, pricing strategy

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definition and mark-up; Strategic Development Plan elaboration. Currently focused on development of Retail Business in United States. Followed the company incorporation (currently appointed as President of US Branch and HK Branch) and beginning of retail operations. Business model definition and coordination of all set-up process.

Managing the Retail operations of all Retail Direct Stores outside Europe.

Focused on business development of franchising and JV operations in GCC countries and China with intensive opening plan.

President and Legal Officer of US and Asia Local Subsidiaries

Opened, Set-up and Management of local subsidiaries. Profit and Loss, Sales and Cost Budgeting, Payroll and HR Coordination. Store and company operations, management of store opening and operations management. Legal and Lease negotiation with Landlords, Buying and Operations Management with local supports. Coordinating execution of Local Sales activities plans.

Lecturer and Professor –MIP Politecnico di Milano

July 2019 - Now

Master in Business Administration MBA, IMGLux Master in International Luxury Management, IML International Luxury Management

Lecturer and Part of the academic Team of MIP, Polimi. Developed the section of the master focused on the commercial strategic logics and mechanism. Organizing seasonal classes and project works, conducting classes and final assessments with Executive Students.

Belstaff Group SA – Belstaff Srl. – Retail Manager and Business Development

Nov. 2013 – Dec. 2016

Reporting to Retail and Wholesale SVP

Managing Retail Stores operations for European stores; Store openings, staff recruiting, inventories and store procedures definitions and implementations; Training development on seasonal collections, selling ceremony and grooming; Supporting Senior Buyer on the collection orders; Managing and organizing local sales activities of the stores;

Pop-Up store openings and organization; Business development on existing markets; negotiation with Landlords and real estate brokers; Business Plan and Operating Plan development in strong collaboration with Planning and Cost Control division.

Franchising Coordination: key contact for Franchising Accounts; market opportunities analysis, partners selection; Business Plan definition and seasonal budget negotiations; Franchising Agreement negotiations supported by legal division; Start-up of business operations in the market; Store openings and day by day management of Franchising accounts.

Business development

Intensive analysis of business opportunities in key strategic markets both as direct or franchising operations; identification of key markets and development priorities; partner research, store/location research in the markets, pricing strategy definition and mark-up; Strategic Development Plan elaboration. Currently focused on Asia, Middle East and Australia development.

Tod's Group – Business Development Brazil and Latin America

Sept. 2011 – Nov.2013

Reporting to Global Retail Director and to Regional Manager Latin America.

Set-up of the new Brazilian subsidiary in Sao Paulo. Start-up of business operations in the market, store openings, staff recruiting. Coordinating local team to manage day by day operations of the store, coordinating accounting, fiscal and legal divisions, buying and merchandising, marketing, import and logistics. Negotiating with landlord and partners.

Business development analysis and new opportunities in all the cities throughout Brazil.

Business Plan and Opening Plan for South America development.

Managing start-up of franchising operations in Latam market (Panama, Colombia, Chile). Currently ongoing.

Tod's Group –Franchising Retail Manager

Jan. 2011 - Dec. 2011

Reporting to Global Retail Director. Coordination and management of franchising and duty free stores. Strategic development and coordination of franchising channel, Sales Analysis, Budget reviewing, New projects development, Start-up of central and South American market.

Tod's Group –Buyer and Retail Operation Manager India

March 2009 - Dec. 2010

Managing three directly operated stores. Buying and Merchandising. Retail Operations Management with support of local team.

Sales Analysis and budget definition. Logistics and merchandising support: replenishment, stock analysis, inventories and shipments. Managing Local HR and negotiation with landlords.

Tod's Group – Travel Retail Manager– Milan

March 2009 - Dec. 2009

Downtown and Airport Travel Retail Stores management. Channel Strategy Planning.

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Purchasing Plans, Sales Analysis. Daily contact with local partners. Analysis on new market opportunities.
Special Focus on South Korea Duty Free

Tod's Group – Travel Retail Associate – Milan Jan.2007 - March 2009
Downtown and Airport Travel Retail Stores management. Channel Strategy Planning.
Purchasing Plans, Sales Analysis. Daily contact with local partners. Analysis on new market opportunities.
Events planning. Visual merchandising support and Training.

Tod's Group -Visual Merchandising Office – Milan - Internship March 2006 – Jan.2007
Personal Assistant to the Global Visual Merchandiser for Fay, Tod's and Hogan.

Suitehomes – Luxury Serviced Apartments – Consultant Feb. 2006 – April 2006
Consulting. Competitors analysis: main areas of activity, services, communication. Website Development.

Jil Sander Press Office - Milan Feb. 2006- March 2006
Fashion show organized, managed contacts with UK and Rest of the World reporters and media,
operative support to fashion show.

Iceberg Press Office – Milan - Internship Feb. 2005 – May 2005
Press Office and fashion show organized, managed contacts with reporters and media, open days planned,
supported advertising campaign.

Special thesis project conducted June 2005 – Sept. 2005
“Comparative analysis of luxury shopping malls between U.S. and Russian markets”
Was awarded scholarship for special thesis and research projects. Designed, organized and travelling to luxury shopping
center in USA and Russia.

Iulm University, Milan- Teaching assistant and instructor. Oct. 2003 – Dec. 2003
Developed the Seminar “Dressing research into historical movies”for the class “Cinema,
Tv and Multimedia productions” at the graduate school.

TV Show “L’ombelico del Mondo” Dec. 1997 – Sept. 2000
TAR- Teleabruzzo Regionale, Show on air each Thursday at 2:30 p.m.
Tv anchor, storyboarding, managed and designed production of tv show. Developed texts and format. Special projects
developed:
Press office managed and tv show organized for “Mediterranean Alphabets International Convention” (2000),
in association with Public Instruction Ministry, Rome and Selinunte Administration, Sicily.
“Venice student’s way of life during Carneval” (1999) in association with“Venice Carneval Friends Association”, Venice,
Italy. Special format “L’Attaccabottone” developed (1998).

EDUCATION

Master’s degree in “Corporate communication and retail marketing” Sept. 2003 – Nov. 2005
with a first class honors degree. - Libera Università di Lingue e Comunicazione Iulm, Milan, Italia
Concentrations: retail, marketing, merchandising, corporate communication, advertising, consumptions analysis and
psychology, brand development.

Special project on “Chicco Merchandising Plan”, Participated in class project on “Retail companies promotional strategies”
Papers on “Female body in cosmetic advertising”

Bachelor’s Degree Sciences & Technologies of communication graduate, Sept. 2000 – Sept. 2003
with a first class honors degree.

Thesis in Fashion History. Libera Università di Lingue e Comunicazione Iulm, Milano, Italia
Concentrations: journalism, media languages, sociology, semiotic, advertising, fashion history
“Jean Monnet Certificate for European Cooperation” Dec. 2002

Libera Università di Lingue e Comunicazione Iulm and European Union - Law class on advertising, privacy rights.
High School diploma with (91/100 points) Sept. 1995 – June 2000

Classics studies at Liceo Classico G. D’Annunzio, Pescara, Italia

PERSONAL SKILLS AND COMPETENCES

Languages: Fluent in English and Italian (mother tongue). Good knowledge of Spanish and Portuguese.

Social skills: Able to work in a team as well as independently

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Technical skills: Microsoft Windows (Word, Excel, Power Point, Access, Explorer), SAP (BW reports etc).

Artistic skills: oil painting, five years of classical harp studies at Conservatory “L. D’Annunzio”, Pescara-Italy, theatre, acting classes.

Scholarship and Awards

Theater award for acting (1999), Classical dramas: “The Troyans”(1998), “Antigone”(1999), “Le Baccanti”(2000).

Hobbies: intensive travelling, photographs, cinema, contemporary art.