



CHRISTIAN MORI

EXPORT MANAGER

PERSONAL PROFILE

Competitive character with over twenty years of experience in Export Management. 'People person' with a great attention to clients' needs and wants throughout and after the sale process.

Logical and critical thinker in any market and product analysis has worked on that always led to a solid sales network as well as a high level of trust between parties involved. Always looking to improve himself to achieve new things and seek new challenges.

ACHIEVEMENTS

- Built the global sales network and reorganized the Export Division of a \$M200 Group.
- Achieved market Leadership in Asia for high-end paints intended for the Luxury design sector.
- Increased company turnover market shares in export to 10% of the total in 2019.
- Opened and guided the start-up of the new subsidiary Boero USA.
- Organized the structure of the subsidiary Boero UAE in the Emirates.
- In the year 2019 got the Official Supplier position for Expo 2020 Italian pavillon.

WORK EXPERIENCE

EXPORT MANAGER

Boero Bartolomeo SpA | Dec. 2014 – Present

- Responsible for the Group's export activities and development plans in the foreign markets, with the aim to reorganize the Export Division and build the global sales network. In the last six years the increase of the sales in the foreign markets registered a double-digit constant growth. Target areas: USA, Middle East and Asia.

LECTURER

Università degli Studi di Bologna | 2006 – Present

MIEX | Master in International Management

- Lectures: "Business Penetration in Foreign Markets and Management of commercial structures in foreign countries". Topics: the analysis methods of a foreign market, the preparation of a market analysis, the choice of the most suitable and correct partner, as well as the management of a foreign commercial office.

EXPORT MANAGER

Gruppo IVAS SpA | Apr. 2010 – Dec. 2014

- Responsible for the management and development of the international sales network for industrial, decorative and construction paints. From 2011 to 2013 the company transitioned from 2,7% in Export Sales to 9,4%, with a forecasted 12% for the year 2014.
- Year 2012 build up of IVAS USA Division.

EXPORT MANAGER

Sorma SpA | 2000 to 2010

- 2007 – 2010: Country Manager in CA, United States, responsible for the national sales and the development of the sales network
- 2000 – 2002: Sales Manager for the North and South American markets. I increased the company revenue from \$M2 to \$M4,8
- 2002 – 2007: Responsible for all the operations in Asia and Oceania. Responsible for the creation of a new sales network and after-sales services.

EXPORT MANAGER

ICA S.p.A Industrie Chimiche | 1998 – 2000

- Responsible for the sales in South America and Middle East. Coordination of the sales network and identification of new distributors, along with the creation of new sales networks in the country areas not covered.

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EDUCATION HISTORY

CAMPS PESARO

Master in Benchmarking (I Level) | 1998 – 1999

ISTITUTO DEL COMMERCIO ESTERO DI ANCONA

Master in International Marketing (I Level) | 1996 – 1997
100/100 with Honors

UNIVERSITÀ LA SAPIENZA DI ROMA

Bachelor of Laws | 1991– 1995

ISTITUTO TECNICO AERONAUTICO FORLÌ

Aeronautical Technology Expert Diploma | July 1991

TEA TEST FOR ENGLISH AVIATION PHONETICS DIPLOMA AND IFR FLIGHT | 1991

PRIVATE AND COMMERCIAL HELICOPTER PILOT LICENSE | 1991

PRIVATE AIRCRAFT PILOT LICENSE | 1990

FURTHERMORE

- Publication: "I mercati esteri in Tasca". A practical guide to commercial operations in International Markets. Published in 2012/2013 by CC. Forlì and Cesena.
- Member of the Internationalization Commission for the Industrialists Association in Forlì and Cesena | 2005 – 2015.
- Member of the Board "Famiglie SMA Onlus" – Italian Parents Association of Children affected by Spinal Muscular Atrophy.

LANGUAGES

- English: fluent
- Italian: native
- Spanish: proficient
- French: basic
- Arabic: basic

INTERESTS

- Motorbikes
- Automotive
- Aeronautics
- Tennis