



Marco Gardin

25/10/1976

Mogliano V.To (TV) - Italy

Telefono : [REDACTED]

E-mail: [REDACTED]

Married and father of 3 childrens.

Education

2004 Internship Leonardo Project – Marketing specialist
Miami - USA Aethra Inc.

2003 Graduate Economics (5 years) – Marketing
Venice - Italy Cà Foscari

2002 Majeure finance
Grenoble - France Ecole Superieure De Commerce De Grenoble

2001 Erasmus
Grenoble - France Ecole Superieure De Commerce De Grenoble

Languages:
Italian: native language
English: fluent
French: fluent

Software: Office, Business Object, Power BI, Radar

Work Experiences

From Jan 2022
To Today
Poissy, France

STELLANTIS - SUSTAINera DPT (New Parts & Services Brand born on July 22)
Circular Economy INTERNATIONAL SALES & MARKETING Manager
Fiat - Alfa - Lancia - Abarth - Peugeot - Citroen - Opel - DS - Jeep - Chrysler - Dodge

- Circular Economy (CE) Ambassador for the development of the Circular Economy Range (Reman, Reuse, Recycle and Repair) with responsibility of Enlarged Europe, Middle East&Africa and South America.
- Driver of all actions to reach the success: sales monitoring, market and competition surveys, range development, pricing, margins, legal compliance, relationship with the stake holders, IT, commercial and financial KPIs.
- Owner of facilitates, promotes and train people to exFCA/exPSA Processes & Systems Stellantis integration and diversity inside the Circular Economy.
- Contributor to the roadmap of the regions, subsidiaries and importers, identifying the improvement drivers and granting the supervision of new contracts drafting and signature.
- Guarantor for economic performance of the Circular Economy offer. Main KPIs: AOI and Net Sales Results, CE penetration and core return rate.

Main Achievement:

- Gross Sales improvement 23 Vs 22= +30% (665 Mio/€); Reuse improvement +208%
- Sales process creation and implementation for CE commercial guidelines worldwide

From June 2021
To Dec 2021
Padova, Italy

STELLANTIS – MOPAR
Authorized Zone Manager (AZM) - Coordinator Italian Market (PARTS & SERVICE)

- new company role born after Fca and Psa merge and replacing previously Area Manager job position according to new distribution model in progress.
- Head 15 AZM for the achievement of spare parts and accessories budget assigned managing the transitional phase of new distribution model
- Guarantor of the Customer Satisfaction targets achievement and the service quality of 300 Repairers
- Engaged for Guarantees compliance with the contractual standards, structure and processes of the Sub-dealer.

Main Achievement:

- Sales coaching and new reporting creation for network evaluation.

**From April 2012
To May 2021**

Padova, Italy

**Fiat Chrysler Automobiles S.p.A - MOPAR
North-East Area Manager – Italian Market (PARTS & SERVICE)**

- Head of 10 Zone Managers for the development of the after-sales business: spare parts and accessories. Since October 2016 I improved responsibility by managing an additional team of Technical Zone Managers
- Commercial Strategy definition and Implementation: volumes, targets, incentives, discounts and margins for the Brands development: Fiat, Alfa, Lancia, Chrysler, Jeep, Dodge and Commercial Vehicles
- Responsibility to achieve Sell In and Sell Out budgets, from Gross Sales (about 110 MIO/€) to Trading Profit, through the management of a Network composed of 30 Dealers Legal Entities and 300 sub-dealers
- Development of work-shops processes to improve customer loyalty

Main Achievement:

- last 3 years growth of the NTO > 30%, last year CSI improvement higher than 10%
- high internal evaluation of leading people and leading change

**From Jan 2009
To Mars 2012**

Torino, Italy

**Fiat Group Automobiles S.p.A – Parts & Services
Regional Manager - International Operations**

- Parts & Services Commercial and marketing responsible on International Operations with responsibility on Russia and Serbia Start Up (locally 75% work time), Morocco.
- Building, development and Coordination of local structure with functional responsibility
- Commercial policy definition and implementation: turnover, targets, incentive scheme, discount and profitability for following brands: Fiat, Alfa, Lancia e LCV.
- Development and implementation of marketing strategy: benchmarking, pricing, mix, geo-marketing, campaigns, special actions, communication plan.

Main Achievement:

- Profit And Loss reporting tool and internal dynamics between departments

**From Sept 2007
To Dec 2008**

Torino, Italy

**Fiat Group Automobiles S.p.A – Parts & Services
Regional Manager**

- Sales, Marketing and Operation responsible on Parts & Services Brand of European Major Markets Importers: Finland, Sweden, Norway, Slovenia, Romania and Baltics.
- In line with a central policy I defined and negotiated for each market the Target and the commercial strategy granting the main commercial objective achievement

Main Achievement:

- focus on marketing activities growing my competences on Geo-marketing, price policy, strategy of products.

**From Sept 2005
To Sept 2007**

Milano, Italy

**Future Drive - BMW Italia S.p.A
Sales Area Manager - Network Development**

- Sales Network Development Manager for BMW-MINI with focus on Quality Management through the implementation of CSI (Customer Index Satisfaction).
- Developer of processes related to the Retail Capacity (correct dimension of Human volumes and organization on the Dealers) and Retail Standard (implementation of BMW Standards and Processes).

Main Achievement:

- consultant experience oriented to improve Customer loyalty on Premium Car Brand

**From May 2004
To Aug 2005**

Treviso, Italy

**Sales Academy – Opel Italia (General Motors)
Sales Consultant – After Sales**

- Zone Manager of spare parts business managing 40 workshops and 17 bodies dislocated on Veneto and Friuli Venezia Giulia. Responsible to achieve the commercial objectives, to develop trade and quality policy in line with GM guidelines.

Main Achievement:

- Data analysis, forecasting and sales reporting

**From Jun 1995
To Feb 2004**

Treviso, Italy

**Ice Cream shop
Owner**

- I successfully managed an ice-cream shop and sold it at the conclusion of the university studies.