

ALESSANDRO ROMA

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PROFESSIONAL SUMMARY

Area Manager with over 20 years of experience in building and managing sales networks, with a background in large-scale retail and solid expertise in the pharmacy and orthopaedics channel. Currently responsible for Central and Southern Italy at Dual Sanitaly, coordinating 10 exclusive agents across 8 regions with area revenue growth exceeding +15% per year.

Independently develops Microsoft Power Platform solutions (Power BI, Power Apps) for network KPI monitoring, forecasting and data analysis — turning data into concrete business decisions. Results-oriented, with a strong aptitude for coaching and team development.

PROFESSIONAL EXPERIENCE



DUAL SANITALY spa Società Benefit

May 2022 – Present

Area Manager Central-Southern Italy (Marche, Abruzzo, Lazio, Molise, Campania, Basilicata, Calabria, Puglia)

- ▶ Coordination of 10 exclusive agents across 8 regions (Marche, Abruzzo, Lazio, Molise, Campania, Basilicata, Calabria, Puglia) in the pharmacy and orthopaedics channel.
- ▶ Definition of promotional strategies and sales targets in collaboration with headquarters.
- ▶ Assignment and monitoring of individual KPIs for agents, with structured field coaching and on-site support.
- ▶ Negotiation with key accounts and development of strategic commercial agreements.
- ▶ Sviluppo autonomo di dashboard Power BI e app Power Apps per monitoraggio KPI, scadenario clienti e calcolo sconti — utilizzati quotidianamente dall'intera rete.
- ▶ Budget and forecast managed via proprietary CRM and Microsoft Power BI.
- ▶ **+15%** annual area revenue growth.



PAC 2000a (CONAD)

June 2016 – April 2022

Area Manager – Frozen Foods Lazio

- ▶ Supervision of 35 points of sale with a combined turnover of approximately €20 million.
- ▶ Coordination of 60 resources including staff, supervisors and department heads.
- ▶ Management of new store openings and refurbishments across the Lazio region.
- ▶ Introduction of new planograms with department profitability improvement of **+12%**.
- ▶ Optimisation of logistics processes, product placement and category management.



MONDELEZ INTERNATIONAL

January 2015 – June 2016

Merchandiser Lazio– Abruzzo

- ▶ Negotiation of shelf space and implementation of promotional strategies in large-scale retail.
- ▶ +10% average sell-out per covered area.



SAN CARLO GRUPPO ALIMENTARE

March 2009 – December 2014

Sales Agent Laziosud – Molise

- ▶ Development of Ho.Re.Ca. and large-scale retail customer network, contributing 20% of branch turnover.



TUBORG & CARLSBERG

February 2007 – February 2009

Sales Agent Frosinone – Cassino – Sora

- ▶ Management of large-scale retail and Ho.Re.Ca. clients with order portfolio growth of +18%.



CABLOFIL ITALIA

July 2005 – July 2006

Key Account Manager Lombardy – Triveneto – Emilia Romagna – Marche – Umbria

- ▶ Management of a 7-person team and development of client portfolio.



THERMO FISHER SCIENTIFIC

January 2002 – June 2005

Back Office Sales Parma

- ▶ Sale of spare parts and training at European offices.

EDUCATION

I.T.I.S. "Ettore Majorana" di Cassino (FR)

1996 – 2000

- ▶ Diploma in Computer Science and Telecommunications

KEY SKILLS

- ▶ Sales Management: commercial network development, negotiation, key account management
- ▶ Leadership & Coaching: team management, skills development, training
- ▶ Data Analysis: forecasting, budgeting, KPI tracking, advanced Power BI and CRM
- ▶ Digital Skills: MS 365, Power Apps, Advanced Excel
- ▶ Languages: Italian (native), English (B1)