

# ANDREA CARRARA

## Contact

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### Date and place of birth:

15<sup>th</sup> May 1965, Milano - Italy

## Skill Highlights

- Strategy & Strategic Planning
- Sales Excellence & Sales Organization
- NPD: concepts and process
- Positioning & Pricing
- Retail concepts and retail mix
- FMCG and Retail industries
- Leading & coaching

## Languages

Italian	mother tongue
English	<div><div></div></div>
German	<div><div></div></div>

## Experience

**Jan/2015 - present - Group Sales & Strategy, Mattoni 1873 (KMV),** leading beverage company in Central East Europe

- Leading the Commercial teams in 6 countries (1.000+ FTE)
- Responsible for the Strategic Process and for the development of the Commercial Capabilities
- Temporary CEO of the Austrian subsidiary in 2017 and of the 2 newly acquired companies in Hungary back in 2015
- The Company has grown three-fold in the last 5 years, two thirds through M&A, one third through organic growth.

**Oct/1994 - Jun/2015 – GEA Consulenti di direzione, Milano**

Senior Partner since 2005, coordinating projects on strategic planning, business development, sales excellence in the Consumer Goods and Retail industries.

**Sept/1991 - Oct/1994 - Project Manager Sales and Supply Chain – Ferrero, Alba.** Assistant of the Sales & Marketing VP and later of the Operations VP, coordinating projects such as new product launches, restructuring of the distribution network and redesign of the supply chain planning process.

**1990-1991 Thomas Nelson – London, publishing house.**

Editor Assistant for one year, in order to gain an international experience with the perspective of entering the family business.

**Member of the Board of Directors – Bottega Verde, Cossato -** Jan/2013 - Dec/2018, leading retailer in natural cosmetics in Italy.

**Member of the Board of Directors – Kiabi, Milano -** Jun/2014 - Dec/2017, French retailer in fast fashion.

**Member and later President of the Board of Directors – Gruppo Coin SpA, Mestre -** May/2002 - May/2012, leading retailer in Department Stores (Coin) and in fast fashion (Oviesse and Upim).

## Education

1999 - Program for Management Development (PMD 74) at Harvard Business School, three months in house course for executives.

1996 - Strategic Retail Management (SRM) at Harvard Business School, a two weeks course for retail executives.

1991 - Graduated at the Torino University of Business