

# MILENA CARERI

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Consistent, versatile and results-oriented **RETAIL BUSINESS DEVELOPMENT MANAGER**, with 15 years of experience, especially in start-up and management of complex projects, both in private and public sectors, directly reporting to Top Management.

Leading a team of 15 professionals and retail experts, I spent the last 6 years planning and designing and then managing one of the biggest global events "Expo Milano 2015", as **Head of Retail and Customer Service**, supported by the solid know-how on **Program Management** that I built in the previous 9 years.

At the present time I am the responsible for all the revenues from the Retail activities, identification and management of the providers and development of sponsorship, in order to increase income, visibility and awareness of the brand Expo Milano 2015.

**Business relations portfolio** (Top Management): Alessi, Bottega Veneta, Brioni, Diadora, Disney, Ferrero, K.Way, Illy, La Perla, Maglital, Moleskine, Perugina, Samsung, Stroili, Swatch, Technogym, Telecom, Tucano, Eataly, Mychef.

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## EDUCATION AND LANGUAGES

2000	Master Degree in <b>Engineering</b> and <b>Qualification to practice</b> at Politecnico of Milan
1993	High school diploma in <b>Classical Studies</b>
Languages	<b>Italian</b> , native – <b>English</b> , full professional proficiency

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## CORE COMPETENCIES

### Business & Strategy Development

- Direct, manage and implement **business development plans**, especially in Retail (both food and fashion), including objectives, long range planning and business opportunities
- **Identify and explore high-value business opportunities**, managing sales presentation and face to face meeting with the retailers/Partners and the local Institutions
- Help a business to **expand** in selling new markets and industries, find **new clients/partners**, generate **new revenues** from sales activities
- Lead all the activities for the **negotiation and contracts signature** with partners and tenants
- Generate and develop new business in order to **increase net income** from ticketing and merchandising

### RESULTS

- Achievement of the expected operating results in Expo 2015, **200 M€ costs**, CAPEX and OPEX, and **400 M€ revenues**
- On-boarding of all Expo **Official Retailers** (Rinascente, Coin, OVS, Mondadori etc.) and all Expo **Official Licensees** for 3 M€ royalties
- On time on-boarding and execution of partners activities in Expo 2015 for **6 M€ of royalties and 30 M€ of revenues**, trough accurate planning and control

### Opening and Management of Stores

- Manage and direct relations with **third parties**, negotiate conditions and terms of contracts
- Ensure that shops operating in the designated area achieve **set income and profit targets**

- Maintain contacts with the retailers/countries/partners **managing the day by day activities** based on the contract terms and conditions interfacing with the construction, operation, financial and legal department
- Supervise and increase **effectiveness and efficiency** of operational systems and processes/policies to support organization's mission
- Take overall responsibility for the recruitment, management and support of **staff**
- **Oversee all financial functions** including accounting, budget management, cost control as well as operational and financial reporting

#### RESULTS

- Start-up in one year and mgmt. of **31 Expo retail store** nationwide and (200 persons managed)

#### Marketing and Customer Relationship Management

- Maintaining awareness of **market trends** in the retail industry, understanding forthcoming customer initiatives and monitoring what local competitors are doing
- Organize MKTG **BtoB and BtoC events** in order to promote the theme of Expo 2015
- Define **price and product** strategy
- Identify **customer needs** and solve customer complaints
- Create strategies to help organisation serve customers more effectively

#### RESULTS

- Mgmt. of **all the visitor services** of Expo 2015 including ticketing offices (150 persons)

### INTERPERSONAL SKILLS

Proven ability to quickly and permanently operate in a fast paced and in stressing contests for long period. Ability in identifying opportunities, diagnose issues and resolve problems in new contests and start-up. Strong adaptability and flexibility. Team oriented with excellent negotiation and communication skills and competent public speaker both Italian and English. Highly effective in leading, training and motivating team. Keep a smooth and collaborative interaction with all the stakeholders.

### PROFESSIONAL EXPERIENCES

2014 to Present	EXPO 2015 S.p.A. - <b>VISITOR SERVICES AND RETAIL DIRECTOR</b> - Operations Dept.
2009 to 2014	EXPO 2015 S.p.A. - <b>PLANNING AND CONTROL MANAGER</b> - Event Mgmt. Dept. <i>Expo 2015 is a worldwide Event that took place in Milan from May to October involving 20M visitors</i>
2000 to 2009	LOMBARDY REGION (Public Administration) - <b>PLANNING AND CONTROL</b> - General Manager Staff

### OTHER INFORMATIONS

- Training From 2000 to 2008 I attended several courses on Program Management, Public Speaking and Communication, Public Services and English language, held by prestigious institutions like **SDA Bocconi** and **MIP**
- Software Complete knowledge of **Mac** and **Windows** OS, Windows **Office** included Windows Project, **SAP**, the **Adobe Suite** (Indesign, Illustrator etc.), **Autocad**, **Cloud Services** like Dropbox, iCloud and OneDrive
- Interests Fashion, music, interior design