



Vittorio Pupillo

Business Strategy Consultant, Management Consulting

Web insights:

Professional blog: <https://strategiaebusiness.com/>, more than 100 articles about strategy, marketing, sales and management.

LinkedIn: <https://www.linkedin.com/in/vittoriopupillo/>

GENERAL DESCRIPTION

Consulting on Company Strategy focusing on customers and sales process. Created a strategic decision method called "Strategy & Business". My working method develops results from customers (purchase motivation, sales and marketing process) and goes in depth all the processes of the business chain (distribution, production, etc.) up to the board for providing decisions actually related to sales and margins.

SKILLS

Company Strategy	Brand Strategy	Marketing Strategy	Direct Response Marketing	Posizioning (Al Ries and Jack Trout discipline)	Copywriting	Neuroscience
Effective Organizations	Industrial Engineering	Economics and Finance	Sales Techniques	Strategic Problem Solving	Management	Project Management and Business Planning

WORKING EXPERIENCE

- Market analysis
- Company spinoff
- New products development and launch
- Start-up
- Market tests
- Business models
- Marketing strategy and brand positioning
- Sales strategy
- Design and optimization of a coherent sales and marketing process
- Revenue and profit growth
- Strategic partnerships and alliances, M&A
- Business plan

- Analysis of market and business scenarios
- Organization changes and upgrade
- Strategic projects management and leadership
- Business process optimization
- Digital transformation

PAST COMPANIES AND ROLES

Working experience gained in more than 20 years in B2B, B2C and in international markets (***I worked for 10 years in Asia and Middle East***).

- **Business Strategy Consultant**

Professional, from 2015

- Created the strategic method called Strategy & Business
- Consulting services provided to other major consulting firms
- For full description, competences and customer testimonials, please, refer to my Italian consulting professional blog www.strategiaebusiness.com . An English presentation of my consulting services can be provided in case.

- **Sales Manager Italy**

S.I.S. srl (Interparking Group), dal 2013 al 2015

- Responsibility of sales, marketing and sales engineering
- Achieved the record of revenue of all the story of the Company (about 30 years)
- Produced Company profits after about 5 years of negative results

- **Business Development Manager (Middle East, Asia, Italian CPA)**

Leonardo spa (formerly Finmeccanica spa), dal 2006 al 2013

- Sales and marketing for Italian Central Public Administration (2008 - 2013), achieved one of the biggest orders of the Company in those years
- Sales and marketing manager in Middle East and Asia (2006 - 2008)

- **Business Development Manager (Asia Pacific region)**

Foxboro Scada spa (Schneider Electric Group formerly in Invensys Group), dal 1999 al 2006

- Sales and marketing manager for Asia Pacific region with strong focus on Indian market

EDUCATION

- ✓ **Ingegneria Gestionale** (Industrial Engineering - Italian complete program). Università degli Studi di Roma "Tor Vergata".
- ✓ Istituto Tecnico Industriale per l'Elettronica (Electronic School). I.T.I.S. G. Giorgi.

Deep knowledge and continue training in the following disciplines: **neuroscience, marketing, sales, economics and finance.**

UNIVERSITY COLLABORATIONS

- **UNIVERSITÀ TELEMATICA DEGLI STUDI IUL**
From October 2022

Teacher and tutor in "**Tecniche e strategie di comunicazione per il marketing**", within the academic course "L-20 Laurea online, Comunicazione innovativa, multimediale e digitale"

PUBLICATIONS

- **SCIENTIFIC PUBLICATIONS**

Marketing competition on a new product introduction - a structural analysis using systems thinking, published on "**International Journal of Markets and Business Systems**" (Scientific magazine - Inderscience Publishers); written in collaboration with "Università di Roma La Sapienza".

Scientific collaboration as a reviewer of articles that involve marketing themes, for:

- "**Kybernetes**" (Scientific magazine - Emerald publishing).
- "**Journal of Economics and International Business Management**" (Scientific magazine - Scienceweb Publishing)

- **BUSINESS PUBLICATIONS**

1. *Come avere collaboratori efficaci* [How to have effective collaborators] (e-book)
2. *Come prendere decisioni di business senza rischi* [How to take business decisions without risks] (e-book)
3. *Come aumentare fatturato e margini senza bruciare tempo e denaro in attività inutili e costose* [How to increase revenue and margins without burning money on unnecessary and costly tasks] (e-book)

Note: all e-books can be downloaded from my professional blog.

LANGUAGES

Italian: mother tongue

English: fluent (I lived six months in Edinburgh, I worked about ten years in Asia and Middle East)