

Salvatore Saladino

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Personal statement

As an experienced automotive professional with a special focus on fleet sales and marketing management, I've reached impressive results for the companies I worked for.

At all times, I have been consistent in my performance and motivating people to reach our collective goals has been one of my key strengths. Consequently, I have a proven track record of achieving and surpassing my targets, leading my team to success. In addition, I have been a highly influential and innovative force in introducing the business to new ideas and projects. For my current organisation, my ability and proactivity in networking and building relationships resulted in a 592% increase in revenues in 10 years' activity.

I would now like to utilise the skills and experience gained from my twenty years in sales and business development in the automotive industry, while undertaking a new challenge in a multinational business context with a high career potential, also to make international experiences in countries outside Italy.

Key Skills

- Advanced negotiation skills and experience dealing with big customers, including all automotive manufacturers and importers, leasing and rental companies, big fleets
- Ability to build a company from scratch and to manage start-up growth
- Excellent account management, always resulting in double or triple digits growth
- Extensive experience in allocating and managing six-figure budgets
- Highly adaptable in dealing with organisational change, new plans, new strategies
- Excellent management and team development skills

Employment History

Country Manager, Dataforce Italia S.r.l., Italy (HQ in Germany)

(August 2008 – present)

Achievements and responsibilities:

- Managing Italy with full P&L responsibility, reporting directly to the board in Germany
- Consistently achieved targets, reaching 592% revenue against plan during the whole period of employment in 10 years' activity
- In 2018, increased annual profit margin by 55% on previous year
- Brought in several major new clients, including all major OEMs and the top 3 rental companies (ALD, Arval, Leasys) plus the new business line of the "Company Database", involving lead generation, qualification and telemarketing, reaching the break-even in the first year
- Contract negotiation and revision, consulting and coaching customers, dealing with the Public Administrations (Ministero Infrastrutture e Trasporti, ACI/PRA) for data sourcing

- Extensive activities with the main automotive associations (ANIASA, ASSILEA, FEDERAUTO, UCIF) supporting market analysis for the associates and building customised services and dashboards

Founder & CEO, BestCarBuy S.r.l., Italy-Germany-UK-France

(October 2013 – March 2016)

Achievements and responsibilities:

- Business & investment plan, funding strategy, investors pitch and relations with venture capitalists, business angels, public and private financial institutions
- Project Management of web production teams under the SCRUM method. Good Google Analytics skills. Good knowledge of SEO-SEM optimisation strategies and social marketing tools
- Raised 600K at a pre-money value of 6 million, won two public capital grants for 1,1 million
- Partnered with automotive manufacturers, leasing and rental companies, top dealerships
- Agreement to benefit of Dataforce's portfolio of customers in Germany: most of the OEMs and leasing companies + 583 dealerships on the supply side and +100.000 fleet managers managing 1,5 Mio. vehicles on the demand side
- Responsible for a multinational team of 15 people: marketing, PR & corporate relations, business development, IT project manager, IT programmers, sales agents
- Responsible for the recruitment of all the staff

Commercial Director, Motive Service S.r.l. – Auto La Rotonda S.p.A., Italy

(April 2007 – July 2008)

Temporary Management roles, achievements and responsibilities:

Motive Service

- Responsible for restructuring, recruiting and coaching a team of 30 Sales Representatives and 5 onsite resources
- New definition of the commercial strategy for after-sales guarantees and technical authority
- Total turnover 7,8 million

Auto La Rotonda – Mercedes-Benz Dealer

- Temporary management role to restructure the business strategy towards fleet sales
- In only 3 months, brought in supply by the Top 4 leasing companies in Italy (Leasys, ALD, Arval, Leaseplan), one big taxi cooperative (Samarcanda) and a few NCCs (rentals with driver)
- Responsible for a team of 6 Sales Representatives

Fleet Sales & Marketing Manager, DaimlerChrysler Italia S.p.A., Mercedes-Benz brand, Italy

(June 2002 – March 2007)

Achievements and responsibilities:

- In 3 years' time, using the same budget, I've doubled fleet sales passing from 11.000 registrations to more than 20.000
- The sector turnover went over 600 million euros while the special discounts budget directly managed was above 40 million euros per year
- Direct responsibility for contracts and sales to the Top 5 RAC companies (Avis, Europcar, Hertz, Maggiore, Sixt)
- Sales and marketing strategy definition
- Management of special discounts guidelines for Mercedes-Benz dealerships' network

- Planning & management of driving events for fleet customers and safety driving courses
- Responsible for a team of 4 Key Accounts and 2 back office resources

Fleet Sales Manager, Fiat Auto S.p.A., Italy

(September 2001 – May 2002)

Achievements and responsibilities:

- After only 3 months as Fleet Key Account Manager in the Milan district, I was promoted to Fleet Sales Manager – Northern Area
- As a key account, I achieved sales of 2.400 cars alone over a national campaign of 3.600 cars dedicated to the 43 key account managers all over Italy
- Responsible for a team of 7 Key Accounts

Zone Manager, Product Manager, Renault Italia S.p.A., Italy

(June 1998 – August 2001)

Achievements and responsibilities:

- After a first experience as Junior Brand Manager in the marketing department, I moved to the after-sale sector where, after 4 months as Junior Product Manager, I got the responsibility to relaunch the Motrio brand (other makes spare parts) as Senior Product Manager
- Achieved sales target above 2 million euros starting from a situation of 1 million euros losses in only one year
- Responsible for a team of 9 sales agents
- Coordination of the network project “Charte Grossiste” for the commercial spare parts sector
- After these results, I was promoted to Zone Manager After Sale, responsible for the dealers of 5 Italian northern regions

Championship Organizational Manager, Peroni Promotion S.r.l., Italy

(August 1996 – September 1997)

Achievements and responsibilities:

- Responsible for the championship: Mini Cooper Trophy, Drivers’ Trophy, Campionato Autostoriche, Campionato Italiano Prototipi. I also launched the Lotus Elise Trophy
- Coordinator of the “Driving Experience” safety driving courses

Other activities and interests

- **Automotive Fleet Analyst** for **ilSole24Ore, Repubblica, Corriere della Sera, Automotive News, Interauto News, Quattroruote, Mission Fleet, l’Automobile, Automotive Space, Fleet Magazine, Fleetblog, Reteconomy, ANIASA, ASSILEA, FEDERAUTO, Ifis Leasing** and others
- **Senior Consultant** for **JW-Consulting**, strategic, operational and coaching support all over the automotive business
- **Teacher** for the **Fleet Academy** whose school activities are focused on the topic of managing fleets and business mobility as a whole. It is addressed to fleet managers and HR directors of large companies as well as small and medium enterprises

- **Agonistic car and motorcycle racing:** national race track championships, from 1985 to 1988 with motorbikes, from 2000 to 2004 with cars and **safety and agonistic driving school instructor** for the most important Italian schools

Languages

Italian mother tongue, **English** proficiency, basic **Spanish** and **French**.

IT skills

Digital enthusiast. Coordination of web production teams under the SCRUM method. Good Google Analytics skills. Good knowledge of SEO-SEM optimisation strategies and social marketing tools. Good knowledge of WordPress environment and html language. Excellent knowledge and use of the Office package (Word, Excel, Access, Power Point), of Google Apps for Business tools, of cloud storage and sharing, of the most common Internet browsers and Email clients.

Education

Master, Communication & Marketing, Publitalia '80

(September 1997 – June 1998)

The course offered a new kind of learning as it combined general management disciplines (strategy and business management, marketing, analysis and economic evaluation, computer skills, etc.) with the emphasis on Corporate Communication (advertising, sales promotion, sponsorship, direct marketing, public relations).

Grant, Automotive Service Management, Csea-Bonafous

(September 1995 – June 1996)

Besides a thorough training in car components and accessories, the course offered a specific training in goods purchase management, as well as guidelines for managing every aspect of sale and assistance in a car service centre. It also provided the tools for administrative and accounting management, for successful relations with the head office and for personnel recruitment, selection, motivation and management. The course ended with a one month period of training at Norauto Italia S.p.a. in Turin.

Erasmus, Economics, University of Strathclyde, Scotland

(September 1991 – July 1992)

Bachelor, Economics, Università Cattolica del Sacro Cuore, Italy

(April 1995)