



## KRIZIA DAINESI

**Date of birth:** 17 Jul 1976 | **Place of birth:** VIGEVANO, Italy | **Nationality:** Italian |

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### ABOUT ME

*Product and Sales Manager with a strong background in strategic planning and business relationship development. Skilled in monitoring market trends and adapting sales strategies to maximize opportunities. Results-driven and ready to lead the team to new heights of success.*

### WORK EXPERIENCE

**HELM ITALIA SRL - GERMAN MULTINATIONAL COMPANY - MILANO, ITALY**

**PRODUCTS AND SALES MANAGER - CHEMICAL DEPARTMENT - 2014 - 9 SEP 2025**

- Market Analysis: Continuous monitoring of trends and competitors to anticipate needs and propose innovative solutions.
- Business Development: Identification and pursuit of new business opportunities in unexplored markets.
- Commercial Strategies: Design and implementation of targeted sales plans, delivering tangible results in revenue growth and customer loyalty.
- Product Portfolio Management: Development and positioning of high value-added solutions aligned with market demands.
- Industry Events: Active participation in trade fairs and sector events to identify new growth opportunities.
- Negotiation and Relationship Management: Building strong relationships with clients and strategic partners, with proven ability to negotiate advantageous and long-term contracts.
- Customer Retention: Effective management of existing client relationships to enhance loyalty and satisfaction.
- Sales Performance Monitoring: Regular tracking of sales performance and preparation of periodic reports.
- Digital Skills: Advanced use of Salesforce, Power BI, and Excel for data management, reporting, and decision-making support.
- Results Orientation: Strong focus on objectives, with an analytical and proactive approach to problem-solving.

**SALES ASSISTANT - NUTRITION AND CHEMICAL DEPARTMENT - 2010 - 2014**

- Deep knowledge of products and industry regulations (ADR, HACCP), with the ability to provide tailored technical and commercial support.
- Excellent interpersonal communication skills, aimed at building strong and lasting relationships with clients and suppliers.
- Independent management of orders, inventory, and commercial documentation, with attention to detail and respect for deadlines.
- Advanced use of digital tools (SAP/HANA, Salesforce, Excel, Power BI) for sales monitoring and data analysis.
- Strong goal orientation, with tangible contributions to revenue growth and customer retention.
- Ability to develop customized sales strategies, aligned with the specific needs of the nutritional and chemical sectors.
- Proactive attitude toward continuous learning, with participation in courses on negotiation, sales psychology, and sustainability.

**LOGISTIC MANAGER - NUTRITION AND CHEMICAL DEPARTMENT - APR 2007 - 2010**

- Comprehensive management of warehouse operations and shipments, with a strong focus on regulatory compliance (ADR, HACCP).
- Implementation of ERP systems (SAP/HANA, Salesforce) and analytical tools (Power BI, Excel) to monitor logistics performance.
- Coordination with cross-functional teams to ensure delivery efficiency and timeliness.
- Proactive resolution of operational issues, with a strong commitment to continuous improvement.
- Supervision of safety and sustainability activities, with active participation in RLS and first aid training courses.
- Effective communication with suppliers and clients, including negotiation of favorable terms and fostering long-term loyalty.

**ECIRCLE SRL – MILANO, ITALY**

### **FINANCIAL ADMINISTRATOR - DIGITAL MARKETING – 2006 – 2007**

- Client and supplier relationship management, including negotiation and procurement of general services.
- Cash flow control and financial oversight.
- Preparation of periodic reports for headquarters, including financial data analysis.
- Invoice issuance, credit collection, and monitoring of outstanding receivables.
- Human resources management, including employment contracts, resignations, and terminations.
- Payroll and benefits administration. Monitoring and management of commissions and expense reports for the sales team.
- Insurance contract administration.
- Logistics coordination and booking of travel, hotels, restaurants, events, and meetings.
- Secretarial and administrative support activities.

**HORTON INTERNATIONAL SRL AND ELEKTA EXECUTIVE SEARCH SRL – MILANO, ITALY**

### **EXECUTIVE ASSISTANT AND ADMINISTRATIVE MANAGER – HEADHUNTING FIRMS IN INFORMATION TECHNOLOGY AND FASHION SECTORS – 2004 – 2006**

- Procurement management and coordination with banks and insurance companies.
- Client and supplier relationship management, including negotiation and procurement of general services.
- Cash flow control and supervision of payments, including supplier invoices, employee salaries, and benefits.
- Issuance and recording of incoming and outgoing invoices, as well as credit collection management.
- Full organization of business travel, including booking of flights, hotels, restaurants, events, and meetings.
- General secretarial duties, document management, and operational support to executive leadership.

**IDROCOMPANY SRL – VIGEVANO, ITALY**

### **SALES AND ADMINISTRATIVE ASSISTANT - PLUMBING AND HEATING SECTOR – 2003 – 2004**

- Management of client and supplier relationships, with a strong focus on customer loyalty and satisfaction.
- Coordination of purchase and sales orders, including entry and updating of master data.
- Inventory control and stock monitoring, in collaboration with the logistics department.
- Issuance and recording of invoices, cash flow management, and credit collection activities.
- Profitability assessment and margin analysis by product and customer.

**FESTO SPA - GERMAN MULTINATIONAL COMPANY – MILANO, ITALY**

### **PURCHASING DEPARTMENT ASSISTANT - INDUSTRIAL AUTOMATION SECTOR – 2000 – 2003**

- Supplier relationship management.
- Comprehensive management of purchase orders.
- Inventory control and cost monitoring, in collaboration with technical and administrative departments.
- Oversight of insurance procedures for the entire company vehicle fleet.
- Coordination of insurance coverage for trade fairs, corporate events, and local training sessions organized by the Tutorial Unit / CTE.
- Strong attention to accuracy, reliability, and the ability to operate effectively in structured, quality-oriented environments.

**IMS HEALTH STRATEGIC TECHNOLOGIES SRL - AMERICAN MULTINATIONAL COMPANY – MILANO, ITALY**

### **RECEPTIONIST AND ADMINISTRATIVE ASSISTANT - INFORMATION TECHNOLOGY FOR PHARMACEUTICAL SECTOR- MATERNITY LEAVE REPLACEMENT CONTRACT – DEC 1998 – 2000**

- Welcoming clients and visitors, handling incoming calls and corporate correspondence.
- Scheduling appointments, meetings, and corporate events, including booking of meeting rooms, travel arrangements, and related services. Administrative support activities, such as document archiving, order management, invoicing, and inventory control.
- Collaboration with Customer Service and Accounting departments to manage internal procedures and reporting.
- Use of management software tools (Outlook, Excel) for data entry and internal communication.

**ENGLISH FAMILY – MANCHESTER, UNITED KINGDOM**

### **AU PAIR IN UK – 1996**

- Support in children's daily routines, including school drop-off, recreational activities, and homework assistance.
- Collaboration with the host family in household management: meal preparation, tidying, and running small errands.
- Development of language and interpersonal skills in an English-speaking environment.

- Adaptability, autonomy, and problem-solving abilities in an international context.
- Strong sense of responsibility, empathy, and a positive attitude toward working in multicultural environments.

## ● EDUCATION AND TRAINING

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SEP 1990 – JUL 1995 VIGEVANO, Italy

**SCIENTIFIC HIGH SCHOOL DIPLOMA** LICEO GINNASIO B. CAIROLI

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1997 – 1998 VIGEVANO, Italy

**AFTER-SALES MAINTENANCE TECHNICIAN FOR TEXTILE AND FOOTWEAR MACHINERY – INTERNATIONAL MARKETS** Lombardy Region

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1998 – 1998 MORTARA, Italy

**EXPERT IN ACCOUNTING, BUSINESS ENGLISH, AND INFORMATION TECHNOLOGY** Lombardy Region

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2007 – 2025 MILANO, Italy

**TRAINING COURSES: - RLS (WORKERS' SAFETY REPRESENTATIVE) - WORKPLACE SAFETY SUSTAINABILITY - NON-CONFORMITY MANAGEMENT - ADR MATERIALS (TRANSPORT OF DANGEROUS GOODS) - FIRST AID - PROBLEM SOLVING - ACTIVE SELLING (LEVELS 2 AND 3) - SALES STRATEGIES AND CUSTOMER LOYALTY - SALES PSYCHOLOGY AND CLIENT RELATIONSHIP MANAGEMENT - MANAGERIAL NEGOTIATION - HACCP (HAZARD ANALYSIS AND CRITICAL CONTROL POINTS) - PETROCHEMICALS – LEVELS I AND II EBITER (AGSG + CAPAC)**

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## ● LANGUAGE SKILLS

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Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	B2	C1	B2	B2	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## ● SKILLS

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Office (Word Excel PowerPoint) | Salesforce | Power BI | Outlook | SAP/HANA | Facebook Instagram LinkedIn | Adroid iOS | Highly results-driven | Strong relationship-building abilities | Attention to details | Team Working | Problem Solving | Entrepreneurial spirit

## ● DRIVING LICENCE

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**Driving Licence:** B

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Autorizzo il trattamento dei miei dati personali presenti nel CV ai sensi dell'art. 13 d. lgs. 30 giugno 2003 n. 196 - "Codice in materia di protezione dei dati personali" e dell'art. 13 GDPR 679/16 - "Regolamento europeo sulla protezione dei dati personali".