



Europass Curriculum Vitae

Personal information

First name / Surname **Liam Ceccarini**
Address 04, Via Beata Angela da Foligno , 06128, Perugia, (PG) Italy
Telephone(s)
E-mail luceconsulting@hotmail.it
Nationality Italian
Date of birth 08/10/1981
Gender Male

Desired employment / Occupational field

Sales & Marketing management

Work experience

Category, Sales and Marketing manager

Dates August / 2009
Occupation or position held **Category, Marketing & Sales consultant in Luce Consulting and Vmix Srl**
Main activities and responsibilities Development of MasterShelf, a real new space allocation software for pharmacy, with Vmix srl
 Management and empowerment of self service area, including category management in the italian sector of drugstore and pharmacies
 Trade marketing
 Sales performances analyst in retail & pharma.
 Building and managing of sales force
 Training of sales force.
 Organization of communication activities and the whole marketing department
Name and address of employer Luce Consulting
Type of business or sector Consultory – Pharma and Retail sales

Dates April / 2011
Occupation or position held **Marketing “Cultore della materia”**
Main activities and responsibilities Academic profile which cooperates with the University of Perugia in teaching activities
Name and address of employer Perugia University
Type of business or sector University Education

Dates June / 2006 – July / 2009
Occupation or position held **Trade official – Area Manager - Sector Manager**
Main activities and responsibilities Creation and management of the sales force, responsible for the definition of trade policy, price lists, agents and areas. Promotion in both the institutional and entrepreneurial world. Link functions with the central Italian multinational company
Name and address of employer Futura Systems – System Group
Type of business or sector Plastic pipelines production

Dates May / 2003 – July / 2004
Occupation or position held **Junior Marketing**
Main activities and responsibilities Drafting and implementation of customer communication, for all corporate channels (supermarkets and hypermarkets sidis, Sosty discount stores, cash & carry), with maximum market penetration, visibility, clarity of offer.
 Transactions of CRM in partnership with Catalina Marketing.
 Collection "Delights gift in 2002-2003 and 2003-2004" for holders of Sidis Card

Name and address of employer	G.M.F. Grandi Magazzini Fioroni				
Type of business or sector	Retail				
EEducation and training					
Dates	03/2016				
Title of qualification awarded	Operation Analytics				
License	KTRD334HRP5V				
Name and type of organisation providing education and training	University of Pennsylvania				
Dates	01/2016				
Title of qualification awarded	Customer Analytics				
License	2ATDFATE6RCD				
Name and type of organisation providing education and training	University of Pennsylvania				
Dates	November 2012				
Title of qualification awarded	1° Category Management Workshop				
Principal subjects/occupational skills covered	Category management in retail.				
Name and type of organisation providing education and training	Nielsen Italy				
Dates	2007				
Title of qualification awarded	Habilidades directivas: El liderazgo y la motivacion de los equipos de trabajo				
Principal subjects/occupational skills covered	Leadership and motivation as resources for the development of productivity in team work				
Name and type of organisation providing education and training	C.E.F. Centro Estudios Financieros Barcelona				
Dates	2007				
Title of qualification awarded	Nuevos sistemas de activaciòn y direcciòn de redes de ventas 1 y 2				
Principal subjects/occupational skills covered	Building and operation of a sales force. Critical issues and opportunities as tools for business development				
Name and type of organisation providing education and training	C.E.F. Centro Estudios Financieros Barcelona				
Dates	November 2005				
Title of qualification awarded	Degree in Marketing, Communication Studies course, Perugia University, with a score of 110 magna cum laude.				
Principal subjects/occupational skills covered	Marketing and its applications in retail. Study of loyalty cards, potential and real effects on consumer behavior				
Name and type of organisation providing education and training	Perugia University				
Personal skills and competences					
Mother tongue(s)	Italian				
Other language(s)	Spanish - English				
Self-assessment					
European level (*)					
Language					
Language					
	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
Sp	C2	C2	C2	C2	C2
En	B2	B2	B1	B1	B2
	(*) Common European Framework of Reference for Languages				
Organisational skills and competences	Expertise in managing sales forces				

Technical skills and competences	Expertise in category management
Computer skills and competences	Expertise in software of space allocation
Driving licence	Driving license - B