

ENRICO CARESTIA – CURRICULUM VITAE



Date of Birth: 10/01/1953

Nationality: Italian

Address: Via De Gasperi72

62018 PORTO POTENZA (MC)

E-mail: enicocarestia@gmail.com

Mobile: +39 339 4037761

Fax: +39 0733 881223

EXECUTIVE SUMMARY

My job is to sell shoes; I did it all my life in many markets where it is possible to sell Italian shoes (Europe, North America, Asia, Russia, Middle-East and Australia). I feel satisfied when I can build business for the factories I am working and make the BRAND popular.

I like to sell directly to the big customers and hire good salesmen for small customers. My target is: medium-high quality and high quality shoes.

I am looking for a company where I can bring all my managing experience in order to expand the current company's business.

CORE COMPETENCIES

- International Sales
- Sales Management
- New Markets Development
- Business Development
- Strategic Planning
- Profitability Restoration
- Private Label Development

PROFESSIONAL CAREER

RED INDIAN SHOES – (Dongguan, CHINA)

2012 – Present

Business partner

I joined this company in DONGGUAN as business partner; we develop samples and production for famous BRANDS plus we have our own collection that sell to good chain shoes stores worldwide.

We are specialized in fashion shoes, we have good business because we offer good shoes at competitive prices, but also we have a good service and a big fashion sense.

One of our customer started with us, now is one of the most popular brand on the international fashion market.

.PRO-MERCHANDISE CO. (Marche Area Italy)

2008-2011

Chief Executive Officer

I was CEO of this company. The owner was Chinese, we produced the shoes in China and sold in Europe.

We had a company in Italy. We joined the best shoes fairs in Europe: MICAM, GARDA and others.

The collection was very updated and the quality good, we did very well, but unfortunately the owner decided to stop the business for personal reasons.

Shoes AGENT (Marche Area Italy)

1987-2007

After I left STRACAM I start to do my own business as an agent for some local shoes factories.

I was selling in all the markets that import Italian shoes.

I joined the major shows like LAS VEGAS, MICAM.GDS, MOSCOW.

I was travelling a lot, twice a year I was buying AROUND THE WORLD AIRLINE TICKET.

I established another local company in USA.

I sold to many shoes stores and chain shoes stores worldwide, plus i did private labels for some famous BRANDS.

The business has been good for many years but after 2001 the Italian shoes business start to be difficult for the high prices.

STRACAM (Marche Area, Italy)1983-1986

Sales Manager

When I started working with this company in 1983, I was speaking English, French, German.

My first business trip in January was to the shoe show in Chicago and then

New York, my 2nd trip HONG KONG.

This factory was producing about 700 pairs daily mostly as private labels, when I left it was producing 4.000 pairs daily mostly with its BRAND.

The company was managed by 2 partners, one in charge of production, the other in charge of the company; I was in charge of sales.

A fantastic team, we became the biggest company in my area and one of the biggest in Italy.

We have been the first shoe company to advertise our brand in the Italian television, the first company to sell all over the world, the first company to open an office in New York to sell the shoes all over USA and CANADA..

In USA we were the best BRAND for the fashion market, the best fashion shops was our customers.

We became too big, we started to have different ways of managing the company so I left.

ROGIN (Marche Area, Italy)1982

Export Manager

This company was producing clothing.

It was a good family company, but was the only clothing company in my area, my area smell of shoes, so I went to work in a shoe factory.

TRAVELLING AROUND EUROPE1980-1981

I wanted to change my life, I wanted to live abroad to learn new languages but also to learn how people live in Stockholm, London, Paris, Dusseldorf.

SILGA GOMMA (Marche Area, Italy)1979

Export Manager

After finishing my studies I found a job as export manager in SILGA GOMMA.

My area is a shoe area, this company was producing rubber soles, was the biggest company, his boss was a legend.

I started to work very hard, I have learned a lot, I understood that the world was changing, that the export business could be very strong., so I decide to learn the foreigner languages and to join the shoes business.

EDUCATION

University " G.D'ANNUNZIO" PESCARA

B.S. Business administration

"Ai sensi e per gli effetti del D. Lgs. n. 196/2003, autorizzo al trattamento dei dati personali contenuti nel presente documento"