

EUROPEAN CURRICULUM VITAE FORMAT



PERSONAL INFORMATION

Name	De Cicco Claudia
Address	Via don Giovanni Minzoni , 8 - 10121 Torino (Italia)
Telephone	Cellular: +39 349 7463406 Home+39 011 5536748
E-mail	cdecicc@inwind.it
Country	Italy
Place – Date of Birth	Torino 11-Aprile-1970

WORK EXPERIENCE

- | | |
|---|---|
| <ul style="list-style-type: none">• Date (from – to)• Company name & address• Type of Industry• Type of role• Main activities & responsibilities | <p>2021- 2026
CNH Industrial S.p.A.
Lungo Stura Lazio – 10156 TO - Italia
Agriculture Equipment
EU Commercial Operations</p> <ul style="list-style-type: none">• Support Sales and Finance in getting commercial and economics objectives while designing commercial tactics and actions.• Business units' smooth transition in 3 Supply and Purchase agreements• Main results: Fleet Inventories reduction and Commercial Margin confirmation. |
| <ul style="list-style-type: none">• Date (from – to)• Company name & address• Type of Industry• Type of role• Main activities & responsibilities | <p>2017- 2021
CNH Industrial S.p.A.
Via Plava, 80 – 10135 TO - Italia
Agriculture Equipment
EU Commercial Training Manager</p> <ul style="list-style-type: none">• Coordinate the activities needed to create Product and Brand awareness in the Company organization and its Network.• Main results: launch of innovative tools for remote learning of the network personnel, design interactive training material, system integration kick-off |
| <ul style="list-style-type: none">• Date (from – to)• Company name & address• Type of Industry• Type of role• Main activities & responsibilities | <p>2014- 2017
CNH Industrial S.p.A.
Via Plava, 80 – 10135 TO - Italia
Agriculture Equipment
Business Marketing Manager: Construction Compact Line & Telescopic Handler</p> <ul style="list-style-type: none">• Drive the integration of the new Business unit in the Company scope.• Main results: coordination with all the functions and geography in the Company, successful management of cross-functional working groups thanks to cultural flexibility and product management skills. The outcomes were sales and margin targets achievements and the system integration. |
| <ul style="list-style-type: none">• Date (from – to)• Company name & address• Type of Industry• Type of role | <p>2009- 2014
CNH Industrial S.p.A.
Via Plava, 80 – 10135 TO - Italia
Construction Equipment
Product Marketing Manager: Telescopic Handlers (TLH) and Construction Lines</p> |

- Main activities & responsibilities

WORK EXPERIENCES

- Dates (from – to)
- Name and address of the Company
- Type of the Business
 - Type of role
- Main activities and responsibilities

WORK EXPERIENCES

- Dates (from – to)
- Name and address of the Company
- Type of Business
 - Type of role
- Main Role & Responsibilities

EDUCATION & TRAINING

- Dates (from – to)
- Name and type of organization providing education and training
 - Main Topics
 - Degree

EDUCATION & TRAINING

- Dates (from – to)
- Name and type of organization providing education and training
 - Main Topics
 - Degree

EDUCATION & TRAINING

- Dates (from – to)
- Name and type of organization providing education and training
 - Degree

- Drive the product evolution by the understanding of the customer benefits. The role is global (EU/NA/LA/ASIA/AFME). It requires ability to manage cross-functional working groups.
- Main results: product launches and new initiative settings at global level on time and according to the financial objectives.

2001-2009

CNH Industrial S.p.A.

Strada di Settimo 323 – 10099 San Mauro T.se (TO) - Italia

Construction Equipment

Product and Marketing Governance

- **Product Planning**

Consolidation of the development plans for all product lines and tracking of the R & D projects budgets and spending

- **Strategic Business Plan**

Support to the activities of intelligence for all the commercial Regions. Responsibility for the formalization of the Product Development Plan contents to prepare the annual business plan.

1997 - 2001

New Holland S.p.A.

Via S. Botticelli, 151 – 10154 Torino - Italia

Construction Equipments

Brand Governance

Coordinating marketing information from all the commercial regions:

Responsibility of drafting the section Marketing and Sales for the Antitrust notification document :

- Merger CASE - New Holland (2000)

- O & K Acquisition by New Holland (1998)

November 2000 December 2001

School of Business “Profingest” - Bologna

Strategy, Strategic Management controlling, Finance & Financial Markets, Human Resources, Marketing & Communication, Planning, Manufacturing

Master in Business Administration – **MBA**

From April 1996 to January 1997

Università degli Studi di Padova –Engineering

Detection & Control Systems, Telecommunication Systems, stability and trim, Thermodynamics.

Post Graduate qualification in Aerospace System

1988 - 1995

Università degli Studi di Napoli “Federico II” – Aeronautical Engineering

Aerospace Engineering

**SKILLS & PERSONAL
COMPETENCIES**

MOTHER TONGUE
OTHER LANGUAGES

ITALIAN

ENGLISH

French

Excellent

Beginner

Excellent

Beginner

Excellent

Beginner

- Reading
- Writing
- Understanding

SKILLS & PERSONAL ATTITUDES

Natural talent for communication and interpersonal relationship evolved and matured through the work experience: medium term work experiences in Europe, USA, Japan, daily contact and ongoing collaboration with colleagues and customers other in countries and continents.

The organizational skills have been tested by coordinating the training events and the organization of the customer reviews needed for marketing activities (demonstration event customer clinic, marketing review) and "launch" of new products.

The program management has been proven by the integration of new Business Units in the Company activities.

Skills and experiences in Strategy and multiple factors view.

Excellent job autonomy and good qualities to work in start-up environment to build and design structured process.

Authorized, to use CV information according to D. lgs. 196/03.