



## ELISA FLAMINI

Date and place of birth: 28/07/1988 - Bologna, Italy  
Nationality: Italian  
Present address: [Redacted]  
Phone: [Redacted]  
E-mail: [Redacted]@flamini.it



### WORK EXPERIENCE

---

#### 01/2022 – present: Green Media Lab srl SB – Sustainability Manager

- Managing and coordinating the CSR unit of Green Media Lab
- ESG assessment, sustainability strategy definition and reporting
- Materiality assessment and stakeholder engagement

#### 09/2020 – present: Dyson – Sustainability consultant

- Planning, development and implementation of Dyson Italy Sustainability plan

#### 03/2021 – present: BAEMI -Italian Artisanal Bags – Sustainability Consultant

- Definition, development and implementation of BAEMI sustainability strategy

#### 04/2016 – 10/2019: Dyson – Milan, Italy

##### Retail Marketing Manager (11/2017 – 10/2019)

- Managed 5 in-store launches in the indirect and direct channels, including Consumer events
- Built close partnerships with major Stakeholders (suppliers and clients), developing new marketing opportunities
- Managed a €5.8 million budget and led a team of 3 people

##### Store Key Account Milan Area (04/2017 – 10/2017)

- Exploited Sales opportunity in Milan Area, increasing its sell in by 8% and sell out by 15%
- Managed Dyson Experts' training and supported them on a daily basis
- Negotiated 3 in-store events in Top stores in Milan

##### Trade Marketing Specialist (04/2016 – 03/2017)

- Built an online platform to track retail marketing activities and manage maintenance requests at national level, increasing efficiency by 35%
- Developed an automated process to manage Retail Executions requests for POS material and in-store Display
- Built a close relation with Retail Execution Team, increasing by 25% the in-store events and the Weighted Distribution Display

#### 03/2015 – 03/2016: Reckitt Benckiser – Milan, Italy

##### Junior Category Planner (12/2015-03/2016)

- Planned and monitored sales KPIs and 4Ps by channel for Airwick brand
- Implemented and evaluated launch plans and category projects
- Developed a new Out of Category Display project, increasing Airwick sell out by 6%

##### Category Planning Intern (03/2015-11/2015)

- Monitored sales KPIs and 4Ps by channel for Napisan, Vanish, Calgon brands
- Supported in planning a new launch for Napisan triggers

#### 05/2014 – 08/2014: KWS SAAT AG - Marketing and Business Development Intern – Einbeck, Germany

- Managed a new Business Development project on Sugar beet as crop for Renewable Energy Plant
- Analyzed and Monitored Marketing data

### EDUCATION

---

#### 09/2019 – present: Global MBA in Green Energy and Sustainable Businesses

Bologna Business School, University of Bologna, Bologna, Italy

#### 11/2012 – 04/2015: Master's Degree in Environmental and Development Economics

Università degli Studi di Siena, Siena, Italy

#### 08/2013 – 04/2014: Exchange Program

Wageningen University WUR, Wageningen, The Netherlands,

#### 09/2009 – 07/2012: Bachelor's Degree in Economics and Marketing

Università di Bologna, Bologna, Italy

### LANGUAGES

---

**Italian:** Mother tongue | **English:** Proficiency (C2) | **French:** Intermediate (B1) | **German:** Intermediate (B1)

### COMPUTER SKILLS

---

**Office Package:** Advanced | **SAP:** Basic

### ADDITIONAL INFORMATION

---

- Awarded a merit-based full MBA scholarship at Bologna Business School, Università di Bologna, Italy (2019)
- Selected as Talent within the Global Dyson Talent Programme, Dyson, Milan, Italy (2018)
- Seminar in "Advanced Negotiations" and "Soft Skills Development", Dyson, Milan, Italy (2018)