

# Valerio Serao | CV

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## Summary

Management Engineer, major in Supply Chain Management and years of experience in Digital Companies (E-com, Proptech), different industries (Electronics, Real Estate, Travel, Security) and functions/roles (Investments VP, Team Leader, Brand Consultant Procurement/Logistics). At Amazon, I merged my SC background with solid E-Business knowledge, Project Management and Team Leadership. After 1y working as VP of investments at Casavo, top-notch Italian proptech scale-up, I matched my passions for RE and Travels joining Wonderful Italy, largest Italian short-term rental company, as Director of RE Development & Portfolio Management. I am thrilled by challenges, with particular interest in Business Development, Innovation, Acquisition & Sales Strategies, Negotiations and Market analysis. Obsessed with Customer feedback, I'm comfortable managing trade-offs between Results and CX.

## Professional Experience

May'23 – Today

### Wonderful Italy Srl

**Director of Real Estate Development & Portfolio – Italy – 4/20 FTEs/Agents in reporting line**

- Head of Portfolio and Partners Mgmt- goals: healthy Portfolio (turnover, profit, quality), Partner's satisfaction (rating, yield, maintenance)
- Developing Rent-to-Rent BU aimed at increasing company's Homes Selection with leased Buildings (~10% out of 2.3K Homes)
- Owning E2E acquisition funnel from organic lead generation to negotiation, contracts, deal closing and project management until launch
- Company's gatekeeper in the RE industry, building and managing a wide partner Network including institutional players, Banks, RE Funds and Developers (conducted roadshow w/150+ partners within first 9 months, often involving C-level stakeholders)
- Commercial leader: built pitching decks, co-developed internal commercial tools (unit performance analytics, commercial guidelines, Marketing assets), attending and speaking at Real Estate congresses and promoting new building launches through B2B Channels

May'22 – May'23

### Casavo Management S.p.A.

**VP Of Investments & City Manager – Bologna & Florence – 28 FTEs in reporting line**

- Full P&L Business owner, €60/240M worth homes acquired/sold T12M and ~€15M worth inventory, growing turnover +98% YoY
- Best at Casavo EU Operating Margin scored in Bologna in 2022 (2<sup>nd</sup> best in Absolute terms, notwithstanding minor size vs T1 cities)
- Driving growth and efficiency strategies all along the Value Chain (acquisition Geostrategy, local and IT level Partner selection and management, commercialization and stock dismissal strategy, pricing mechanisms definition/roll-out, etc.)
- Enhanced ancillary revenues/profits attaching Mortgage brokerage, plus furniture and property management services to buyers/investors
- Launched and coordinated key alignment mechanisms at local (WBR) and country (QBRs, Retrospectives) levels, on top of executing and presenting monthly reporting to C-level and Investors' panels (Goldman Sachs, Exor, D.E. Shaw, UniCredit etc)

Jul. '19 – May'22

### Amazon.it/Amazon.es – Amazon Vendor Services (AVS)

**Team Leader/Brand Specialist (BS) Manager – IT based, managing an IT/ES team up to 11 BSs**

- Co-owning the definition and supervising the execution of annual growth strategy ~35 brands on amazon.es/amazon.it accounting for >€250MM revenues in IT/ES. Responsible for BSs team inputs/outputs contributing to Home Entertainment (A/V) product category
- Lead the BS service pitching process and onboarding new brands to consultancy services (15 in last 2Y, >€2.7MM investment in the AVS program)
- Allocating team priorities and improved working processes under automation and offshoring tenets (Sprints Program manager for EU-AVS org)
- Project manager for cross-category/cross-functional/cross-country initiatives (Deals campaigns, HR and Soft-Skills development, Upselling and Pricing Strategies, Catalogue Refinement projects, EU CX projects)
- E2E employee lifecycle management, hiring (avg 50 interviews/year), promoting (5 BSs in 2Y), coaching/mentoring (5 BSs, 2 peers)

Jul. '17 – Jul.'19

### Brand Specialist – Consumer Electronics – IT based

- Managing avg €40M turnover for multiple top brands in the Electronics and Home Entertainment product categories
- Co-owned launch of Television product category in IT/ES (first BS managing top account Samsung)
- Kick-started internal learning program focused on improving negotiation skills for Brand Specialists (aka "Negotiation Buddy")

May. '16 – June. '17

### Tyco Fire & Security Continental Europe

**Supply Chain Buyer and Logistics – Retail/Service divisions**

- Drive centralization of procurement / Negotiate yearly pricelists and rebates with main suppliers and 3PL /Lead off-shored Buyer Support Team

## Education

Sept. '23 – Jan. 24

**SDA Bocconi Business School** – Executive Master in Real Estate Finance and Management (Milan, Italy)

Sept. '11 – Dec. 16

**Politecnico di Milano Engineering School** (Milan, Italy)

- MSc in Management Engineering – Major in Supply Chain Management ('14-'16)
- Bachelor Degree Management Engineering ('11-'14)

## Languages and IT skills

### Languages

**Italian:** native language

**English:** advanced working proficiency

**Spanish:** advanced working proficiency

**French:** intermediate (B1 – DELF)

### SW/IT

**MS Office** high professional proficiency

**SQL** proficient

**AWS** Cloud Practitioner license

**BPMN** language/diagram (WebRatio, Signavio)

**CRM** Hubspot

## Personal information and Interests

Eager to learn and improve myself continuously. Patient and open-minded listener as well as constructive challenger both in team-leading and teamworking. I love negotiation and influencing theories and I love to see them at every level, daily, in my job and personal life. Sports, above all Water-polo and Football, are at the core of my well-being, together with my main hobbies: cooking (BBQ expert), buying/selling Cars, Motorbikes, (occasionally!) houses, and binge-watching TV series. Passionate about Tech-for-People innovation, especially in favorite industries (Real Estate, Consumer Goods, Travels, Sport, Automotive, Food, Entertainment).