

Elena Ushakova



Residence: Milan - Italy
Citizenship: Italian, Russian (two citizenships)
Driver's license: Category "B"
E-Mail: info@brandinitaly.com

PROFILE: Export Management, Brand management, Project development, Commercial Direction, Product Procurement

15 years of commercial experience and market introduction, thank to collaboration with various Italian brands. I collaborate with companies in fashion and luxury segment, in quality of commercial advisor and free lance export manager. I work on development and coordination of projects and brands, I manage direct clients, distributive networks with particular focus on the Russian and the CIS countries markets. I coordinate, train and supervise the sales staff and the foreign office. I assist the company property in the definition of commercial strategies and choices for the development of foreign markets. I have a direct acquaintance of key clients and partners on foreign markets.

For new brands/new fashion projects I propose myself in quality of sales director, taking care of different phases and commercial processes.

I also dispose of a prestigious location for events in the centre of Milan. I'm available to consider collaborations with foreign fashion companies, interested in organizing their fashion weeks / sales campaigns in Milan. According to specific needs I offer the bespoke and modulate service, composed by the showroom and / or management service.

SPECIALIZATIONS: Coordination and supervision of commercial processes, marketing and sales planning, negotiation at all levels of hierarchy; public relations with B2B and B2C key clients and press

The management and coordination activities are facilitated by my deep knowledge and passion for fashion and luxury markets, by my commercial and cultural background, as well as by my excellent knowledge of four languages.

SPOKEN LANGUAGES:

- **Russian** – mother tongue
- **Italian** – bilingual
- **English** – fluent
- **French** – fluent

PROFESSIONAL EXPERIENCES:

since 2014

Brand In Italy Srl, Services & Consulting, www.brandinitaly.com
Society of services and commercial consulting in fashion, design, luxury, events areas
The asset of the company: Solferino 40, location for events and showroom
Co-owner/ Commercial Consultant

Via Brand in Italy Srl I offer consulting activity in quality of: Commercial Director, Export Manager, Fashion Project development, Public Relations

On demand I elaborate the bespoke offer of collaboration according to goals and projects

For fashion companies-brands an integrated "Fashion Showroom & Management" service is offered.

More info: <http://www.brandinitaly.com/en/content/42-fashion-showroom>

**January 2016 -
September 2016**

Marcorossi Group

Commercial consultant and export management

I advise the holders for the definition of commercial strategies for the development of foreign markets

I coordinate, train and monitor the commercial staff and the foreign commercial office

2014 - 2015

**F.lli Pisa Spa, luxury watches, Via Montenapoleone, Milano
Commercial Consulting & VIP Relations**

Commercial consulting aimed to implement the network of international HNWI's (big spenders) for main luxury watches brands, as well to rise the turnover of the group made by international buyers. In direct relationship with the company property, management team and press office I worked on:

- Identification and definition of the best business strategies, aimed to create the visibility, networking, acquiring new customers, as well as the customer's loyalty
- Definition and organization of activities of co-branding and co-marketing in order to achieve commercial purposes
- Structuring a new project with high added value, offering a real "experience" (product, service, emotions)
- Participation in fairs and events for activities of research and public relations
- Identification and agreements definition with strategic partners, such as luxury hotels, incoming agencies, tour operators, personal shoppers, luxury concierges, companies offering specific services for VIP, in order to:
 - Increase the visibility and brand communication of "Pisa" and stores of the group, as well the products and offered services
 - Acquire new international customers, responding to the target of interest
 - Sell the products of the "Pisa" group and create the customer's loyalty with a strategy designed to offer higher margins on the sale and at the same time a service with high added value to the customer
 - Development of a new corporate service for corporate gifts and incentives for top management

**January 2014 -
April 2015**

**Parah S.p.A., Gallarate, Varese
Export Manager for wholesale and franchising**

Commercial consultancy for the development of Parah brand on foreign markets with particular focus for Russia and CIS countries.

In direct relationship with the company property I performed the following activities:

- Development and coordination of commercial contacts for the brand introduction in clothing fashion retails
- Research and negotiation of opportunities for introducing Parah corners and shops-in-shop in department stores.
- Management of the Parah Milan Showroom and coordination of activities of distributive monitoring in Russia and CIS Countries
- Coordination of the strategy of the franchising channel development
 - promotion of the opportunities of affiliations on various markets,
 - researches/ verifying/ filtering and presentation of potential partners and master franchisees to the company, various negotiations with potential partners and master franchisees in: Russia, Baltic countries, Czech Republic, Slovakia, Balkans, UK, Middle East, China

2013

BrandIn Store 2.0 - the multi-channel solution for retail

Co-founder

BrandIn store 2.0 won a competition "Impresa Digitale" of the Chambre of Commerce of the Lombardy Region for the innovation in Retail.

BrandIn Store 2.0 is a new format of high scalability that allows to integrate ecommerce and physical retail in order to effectively exploit technology and innovation on the one hand and credibility, confidence, local presence and service on the other, aimed to maximize sales results and reduce costs per square meter.

2009-2012

Mademoiselle Chic, women's fashion collection

Export sales director

Under my responsibility I directed and coordinated the two strictly related areas: style and commercial areas

Commercial area:

- Supervision and coordination of the sales team (internal and external)
- Definition of commercial strategies
- Definition of the budget of sales
- Monitoring - checkup - evaluation of the correct application of distributive strategies - location - image - commercial strategies
- Evaluation of the feed back in terms of products sales
- Checkup and evaluation of all commercial activities acted to achieve the goals

Design area:

- Supervision and coordination of the design office
- Commercial indications for the collection structure - indications for specificity of different markets in terms of typology of product/materials/target price
- Checkup - evaluation of timing for the collection preparation, in relation of different markets needs and sales campaigns

2008-2013

Fashion Avenue Showroom, Milan

Exclusive distributor of fashion brands in Russia and CIS Countries and activity of consulting for fashion brand development and internationalization

Export Director, Showroom responsible, Public Relations

In quality of Fashion Avenue partner I participated to the distributive development of various Italian companies - from small companies to big structured societies with turnover more than € 100mln.

Commercial and consulting area (for Italian brand holder companies)

- Responsible for the showroom budget for following collections: **Marilyn Monroe, Jeckerson, Ingram, Alicia, Sete di Jaipur, Mademoiselle Chic, Irene Hong, Floel, Masnada, Nougat london, and others**
- Coordination of sales team (agencies, distributors, buying offices)
- Personal training for commercial area - sales and management
- Preparing and organization of sales campaign
- Management of clients portfolio - international retailers (1000 companies)
- Organization of activity of marketing and communication (exhibitions, events, sales campaigns)
- Retail and franchising projects development at the Russian territory
- Organization of business missions in Moscow (show events to present collections to Russian buyers, group participation in Buy Brand - franchising exhibition)

Private label area (realization of fashion collections - clothing, shoes, bags and accessories - in private label for international retailers):

- Management of production for private label collections: definition of budget and price range for product segment, definition of the collections structure, pricing, mark up, purchase price list, sales price list
- Supervision of design office, participation in fabrics and accessories selection, selection and analysis of timing and pricing of production, quality control
- Budgeting, planning,

2007 -2008

Overseas Sas, Milan, Distributor of fashion high level/luxury brands in Middle East, Russia and eastern countries

Export manager for former USSR and East Europe countries

- Management of the distribution of represented brands, such as : **Roberto Cavalli Class, Roberta Scarpa, Moncler, Cerruti, Who is Who, Custo Barcelona, Scervino Street, Coast Weber Ahouse, Henri Cotton's, Trust Toilet, La Martina, BlueBlood, Guru, Refrigiwear and others**
- Monitoring of retails at the territory (check up of target, positioning, competitors in the area, brand mix, the verifying of the correct application of commercial strategies)
- Definition of budget of purchase for square meter, merchandising mix and management of restock for corners/ shop in shop/ monobrand stores
- Analysis of main players in every city
- Analysis of sell out and definition of seasonal sales budget

2004-2008

Pygmalion Srl, Milan

- The company that manages purchases for International importers operating in wholesale and retail fashion distribution
- Distribution of fashion collections in Russia and CIS Countries
- Advising for export management for italian brands and distributors

Responsible for buying office, Public Relations

- Buyer, product procurement for international retail companies
- Research, management and coordination of purchases in Italy of fashion products (by orders of famous brands, ready goods or private label) on behalf of international retail companies
- Management of international buyers and key-clients
- Purchase management for international retailers
- Management of relationship with brand holders, showroom and distributors
- Definition of budget for brand/ point of sale/ area
- Territorial monitoring of distribution and brand positioning
- Management of clients in private label for supplying of personal collections of clothing and accessories (style coordination, suppliers research, quality control, negotiation and definition of the best commercial terms: quality/ quantity/ prices)
- Coordination of promotional projects, communication and new clients research in Russia and CIS countries
- Market research

Collaboration with various brands and groups such **Ittierre, AEFEE, SINV, Gilmar, Inghirami, Vicini, Trussardi, DKNY, Marchi Gibò, Gattinoni, Trussardi, Angelo Marani, SantaMaria, Francesco Scognamiglio, marchi Ittierre, marchi Sinv, Mazzi, Gian Marco Lorenzi, Di Brera, Les Tropesiennes, e** altri.

Collaborations for supplying of fashion goods and famous brand stocks to international outlets

<p>2003-2004</p>	<p>Studio moda Oggi Srl, Milan, Distributor of luxury fashion brands</p> <p>Area manager for Russia and CIS countries</p> <ul style="list-style-type: none"> • Management of international buyers and buying offices • Definition of budget of purchase for brand/ point of sale/ area • Management of key-clients, public relations • Communication and promotion of distributed brands • Territorial Monitoring of distribution and brand positioning • Management and organization of promotional events abroad: exhibitions, business missions
<p>2002 - 2003</p>	<p>Free lance, Milan</p> <ul style="list-style-type: none"> • Agency for international buyers of fashion brands • Management of buyers purchases, orders • Service of brands selection for international buyers • Analysis of mix merchandising on base of the area, target, positioning, feed back of end consumer • Sell-in and sell-out analysis • Support in purchase budget definition for square meter of point of sale • Management of suppliers • Management of export and shipment proceedings
<p>1999-2002</p>	<p>V.I.P. Ltd, import/ export of luxury goods, Cannes, France</p> <ul style="list-style-type: none"> • Organization of events and meetings in the French office (Cannes) • Management of key-clients • Management of public relations in French and Russian offices (Cannes, Moscow) • Interpreter during negotiations with key-partners

EDUCATIONAL BACKGROUND:

2001-2004	University degree in Linguistic mediation for Entrepise Politecnico della Cultura delle Arti e delle Lingue - Cinema, televisione e nuove Media, Milano Languages: French and English, interpreting and translation
1994-1999	University degree in Philology and Linguistics , State University of Novosibirsk (Russia)
1992	Musical School diploma , specialization: piano

SPECIALIZATIONS, TRAININGS, COURSES

since 2006	various courses and conferences in following topics - multichannelity, new business models for retail, digital marketing, social networking, mobile marketing, convergent consumers, marketing & sales, brand management, retail 2.0, ecommerce, strategic sales, business planning, franchising, luxury watches
2006	Tempi e modi: course for definition of manufacturing techniques, timing and costs of production
2001- 2006	Various courses concerning the techniques of sales
2002	Relationship Management, acquisition and management of clients, Cannes, France
2000	International marketing and market research, Moscow, Russia

COMPUTER SKILLS:

- Excellent knowledge of the main software packages
- Various management software, ERP, CRM
- Skills in web marketing: SEO, SEM
- Knowledge and use of main social networks
- Knowledge and use of **ecommerce platforms** - prestashop, magento, joomla
- **Graphic Design** – Photoshop, Adobe Illustrator, Corel draw, Indesign
- **html/css editor** - Dreamweaver

PERSONAL SKILLS:

- Capacities in relationships, negotiation, intermediation, intuition
- Ability to negotiate on all levels of hierarchy and sign agreements of partnership, joint venture, licensing, exclusive distribution
- Capacity to create and maintain long term relationships
- Excellent organizational skills and aptitude to build and manage a team in a multicultural and international working environment
- Excellent capacities of self management, flexibility, initiative, business oriented
- Analysis and problem solving
- Aptitude for organization and coordination of sales team for goals achievement
- Flexibility and ability of adaptation and management of the stress

- Skills in brands development, wholesales and retail projects development

PERSONAL AND PROFESSIONAL INTERESTS:

fashion and design, luxury, luxury watches, new business, new markets,
theater, music, sailboat
business, innovation in retail, new markets