

# Carlo Alberto Lipari

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## EDUCATION

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September 2011 – July 2014

**Università Commerciale Luigi Bocconi - Milano (ITA)**

*Master of Science in Management*

**Core Modules:** Performance Measurement, Corporate strategy, Financial Management, Corporate Banking, Economics and Management of Innovation Technology.

**Dissertation:** "Impact of Innovation on profitability: empirical evidences on SMEs in Italy"

September 2008 – September 2011

**Università Commerciale Luigi Bocconi - Milano (ITA)**

*BSc in Management and Business Administration*

**Core Modules:** Marketing Research, Sales Management, Channel Marketing, Corporate Finance, Business Administration.

**Dissertation:** "Eyewear industry: Luxottica case"

## PROFESSIONAL EXPERIENCE

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December 2014- Present

**Co-founder and CMO at Papem - Milano (ITA)**

June 2014 – December 2014

**Sales and Business Development Manager, SOB Olearia srl - Milano (ITA)**

- Developed Sales Planning models, including budget forecasts, target setting and cost control mechanisms that allowed the sales team to achieve an 80% annual exports growth.
- Developed sales reporting and analytics to better track agents' performance and identify spaces for improvements.
- Closed partnerships with leading distributors in major eastern European cities and successfully entered the American and the Chinese market.

September 2013 – December 2013

**Research project at Bocconi Accounting Department, - Milano (ITA)**

- Conducted a study on how to measure innovation in disciplines like managerial accounting, management, organization and strategy, identifying the main drivers and their relative weight.
- Developed a model to measure innovation from different perspectives and applied it to understand innovation among medium and large enterprises.

February 2013 – August 2013

**Founder at occhialidasole.net**

- Developed extensive experience in the eyewear retailing business by working as a sales manager and participating to several international fairs.
- Coordinated the launch of an ecommerce platform and worked as a search engine optimizer and SEM manager, increasing traffic 20% MoM.
- Managed logistics to optimize delivery costs and minimize delivery time.
- Developed Industry analysis and marketing plans that allowed the company to efficiently make use of all marketing channel.

## LANGUAGE AND IT SKILLS

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Italian (native fluent), English (fluent), Spanish (intermediate).

Microsoft Office (Excel, Word, Powerpoint, Access, Outlook); Stata; K-Stat; SPSS.

## OTHER INTERESTS AND ACHIEVEMENTS

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- Volunteering: tutoring at St. Clare community, Palermo (ITA)
- Winner of several golf challenges, best junior south Italy player for two years (2009-2010)
- Swimming, Football, Travel, Art, History