

Roberto Pirrone

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EDUCATION

Sep 2012–Nov 2014

Università Tor Vergata, Roma

MSc in Management

Core modules: Financial Analysis; Managerial Accounting; Company law; Auditing; Valuation, acquisitions and corporate merger; Business information system; Sales Management.

Dissertation: "Corporate Social Responsibility in the furniture industry".

Sep 2008–Jul 2012

Università Cattolica del Sacro Cuore, Milano

BSc in Management and Business Administration

Core modules: Marketing; Business Administration; Mathematics; Financial Mathematics; Statistics; Microeconomics; Macroeconomics; Corporate communications; Economic policy.

Dissertation: "Market failures".

PROFESSIONAL EXPERIENCE

Dec 2014 – Present

Head of sales at Papèm

Jan 2012 – Jul 2014

Boutique owner and buyer

- Coordinated the launch of new products and the in-store products layout.
- Coordinated and trained the sales team by introducing best practices which increased customers' return rate by 10%.
- Introduced and optimized online marketing activities such as SEO and Facebook campaigns that lead to a 15% increase in store visits
- Took part to the main international furniture fairs in order to look for new partners and keep up to date with new innovative solutions

Jan 2014 – Nov 2014

Research project at management department of Tor Vergata University

- Surveyed 150 companies in the Italian furniture industry to investigate the main drivers and the impact of CSR investment in times of crisis.
- Developed a model to measure social engagement and demonstrated that, despite the crisis, the level of CSR investments remained the same and the level of social engagement overall increased by 14%.

LANGUAGE AND IT SKILLS

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

Microsoft Office (Excel, Word, PowerPoint, Access, Outlook); Salesforce; Zoho.

INTEREST

- Competitive Tennis player for seven years.
- After school tutoring.

