

Davide Bertassello



Who I am	
I have a strong and solid experience as International Sales Manager. My job has been related to all aspects linked to the management of a sales network, starting from preliminary actions up to the administrative sector. My duties had always been oriented to market development, adapting local strategies that ensured the Company brand to be present in any territory at most effective costs with best results. My graduation in Sociology Sciences and History, strong motivations, organizational skills and team leader spirit always supported me in these tasks. The specific long experience in Italian and European air transport scene guided my orientation to target achievements. During my experience in several markets, I have always been focused on problem solving and target achievement. Easily adapting to changes, I am looking for a Company where I can offer my abilities and experience to achieve great results.	
Work History	
02.2023- now	Sales & business development consultant Consultants in Italian and other European markets as Business Developments and image creators for several airlines and DMCs worldwide. In several markets, b2b consultant also for RailClick and HolaHi b2b booking engines.
02.2018 - 02.2023	Foreign Markets Sales Manager Air Italy S.p.a. - Malpensa / Olbia Administration of sales for all the International markets and routes. Opening new markets in Europe (Russia, Poland, Switzerland) and worldwide, mainly Middle East and Africa (Israel, Egypt, Senegal, Ghana, Mauritius, India) Developing a wide network of contacts BTB and BTC. Increasing intermediated and direct sales, coordinating market research and field activities, both with local General Sales Agents or coordinating internal and resident Team. Increasing sales and planning development of new markets from the offline to daily flights network. Developing a wide network of contacts among Italian Operators for leisure and VFR routes, as well as specialized incoming Operators. Since 2018, following foreign BSP related issues
06.2006 - 02.2018	Area Manager International Markets Meridiana S.p.a. - Malpensa / Olbia Administred international sales network for Meridiana S.p.A. and Eurofly S.p.A. with results of 40% growth of average market share overall. Improved management process of sales network worldwide by means of wide ranging activities, such as strategy planning, market analysis, field sales and specific marketing.

05.1999 - 05.2006	Area Manager North Western Italy Meridiana S.p.a. - Torino - Responsible for commercial activities in the areas of Piedmont, Liguria, Valle d'Aosta and West Lombardia.- 2001 - Meridiana S.p.a. Branch Office, London Responsibilities: Performed commercial activities by establish and leverage productive relationships with key contacts across travel trade, corporate accounts and associations
Education	
2016	Airline Revenue Management, Revenue Management, IATA – Geneva
1998	Master , Tourism Marketing, IAL – Turin
1997	Bachelor Degree, History and Social Sciences, University of Turin.
Certifications	
- Coach certificated, EEC - C1 Proficiency Cambridge Institute - Revenue management Diploma, IATA - Cargo Diploma, IATA - MBA Business Administration, Berlin - Amadeus / Galileo Advanced Diplomas	
Other Information	
- Professional Sommelier Fisar and IWTO - Food and Beverage Management Diploma Bocconi, Milano - Reiki Master <i>Categoria Protetta, Lg. 68/99 – Italian Job Regulations for tax exemption</i>	
Skills	
- Problem solving - Strong attitude to sales - Target oriented - Flexible minded - Leadership - Strategic Planning - Positive attitude - Experience in Teamwork - Hierarchy oriented	
Languages	
- Italian – native - English – C1 - Spanish – B2 - French – B2	