

# DANIA NICOLETTA MASTRANGELO

## PROFESSIONAL PROFILE

Senior all-round vision of the business in pharmacies thanks to sales, consulting and marketing skills acquired during the professional path. Strong experience in launching new brands and opening new sales channels, creating value to brands and clients connecting marketing and sales strategies.

## EDUCATION

- 2020-2022 **SDA BOCCONI**, Milan, Italy  
Executive Master of Business Administration
- 2005-2007 **IULM UNIVERSITY**, Milan, Italia  
Ph.D in Economics and Marketing  
2007: Visiting Scholar - University of Southern Denmark, Odense, Denmark
- 2000-2004 **IULM UNIVERSITY**, Milan, Italy  
Degree in Public Relations

## PROFESSIONAL EXPERIENCE

- 2018 - Current **URIAGE - PUIG GROUP**, Milan, Italy  
Markets cosmetic products in pharmacies. It is part of PUIG group (2.5 billion euros in turnover).  
*National Channel Sales Manager (2021 - Current) - Uriage & Aplivita*
  - Responsible for the 40% of total Italian turnover.
  - Supervise Uriage and Aplivita brands for 4 Pharmaceutical Business Units: Chains, Wholesalers, E-retailers, Large Scale Distribution corners.
  - Launched Aplivita brand in Italy.
  - Coordinating 2 Key Accounts.*National Key Account Manager (2018 - 2020) - Uriage*
  - Created the e-commerce business unit with a growth of 127% in turnover in 3 years.
  - Acquired new customers for the large-scale distribution (eg. Esselunga) with a growth of 65% in turnover in 3 years.
  - Developed new customers for emerging pharmaceutical chains (eg. Boots).
  - Managed pharmaceutical wholesalers (eg. Alliance, CEF, Comifar, Unico).
- 2015 - 2017 **FARMA MARKETING NETWORK - FEDERFARMA MILANO**, Milan, Italy  
Supports associated pharmacies in marketing activities and economic-financial management.  
*Marketing Manager*
  - Developed institutional activities in favor of the 820 associated pharmacies coordinating a team of 3 people.
  - Analysis of financial statements (profitability, solidity, liquidity).
  - Strategic development and marketing plan in collaboration with leading pharmaceutical companies (eg. Sanofi, Nestlé Health Science, Angelini).
  - Category management.
- 2010 - 2014 **TRADELAB - EX CESCO UNIVERSITÀ BOCCONI**, Milan, Italy  
Strategic consultancy and economic research for companies.  
*Key Account Manager (2013 - 2014)*  
Managed 2 business Units: Retail Food, Pharmaceutical. Main activities:
  - Analyzed retail and pharmaceutical market to sell strategic consulting projects.
  - Promoted sales developing and new Clients searching.
  - Produced an increase in turnover of 30% in 2 years.*Consultant (2010 - 2012)*
  - Led strategic and marketing projects for industry and retailers.
  - Devised quantitative and qualitative analysis.
- 2005 - 2009 **IULM UNIVERSITY**, Milan, Italy  
University - Instruction  
*Research fellow for the chair of Marketing*  
Designed research activities on issues of Retail Marketing, Consumer Behavior.

## LANGUAGES

English: fluent; Italian: native

## ADDITIONAL INFORMATION

- Faculty member for Sole24Ore Business School and IULM Master Retail Brand & Sales.
- Published various articles about retail and consumer behavior at national and international level.
- Made adaptation to Italian market of "Marketing" (McGraw-Hill text- Kerin and others - Italian curator Prof. Luca Pellegrini).



## Personal data

Place of birth: Milan, Italy  
Date of birth: 06/08/1977  
Nationality: Italian

## Permanent address

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## Personal webpage

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