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PROFESSIONAL SUMMARY

Experienced Marketing Professional with an extensive strong background in the Shooting Industry. Strong project management skills coupled with extensive Product/Brand Management experience with expertise and proven experience in executing sales and marketing programs. Intimate knowledge of, SKU rationalization, new product introductions, strategic product planning, and product roadmaps. A results-oriented professional and effective communicator with strong organizational and interpersonal skills with the ability to network and multi-task to handle all job responsibilities. Attached the current my two job descriptions.

EDUCATION

Istituto Tecnico (Italian Technical Hi-School)

Attended, 1971-1975

Continuing Education and Awards:

Marketing Certifications
Best Product Manager at Beretta USA, 2006
Strong Internet 360° experience, 3 major web-site launched
MCM Award for the best outdoor e-commerce website 2011
IPSIC Range Officer

Technical Skills:

Proficient with: Windows & OS X, - Outlook, Excel, Word, PowerPoint, Access, Photoshop, Dreamweaver,
Developing web content, designing layout, SEO experience, email marketing, social media, HTML and CSS, PPC and SEM. JDE V: E1
Highly skilled in building PowerPoint Presentations
Familiarity with CAD/CAM software design
Vast experience in purchasing/valuing vintage Italian Firearms (Beretta Italy Museum Curator for 6 years)

DUAL CITIZENSHIP: USA/ITALY

PROFESSIONAL EXPERIENCE

Fabbrica d'Armi Pietro Beretta ITALY
Gun Accessories & E-Commerce Manager

Jan. 2013 to Present

Beretta USA

Jan. 2010 – 2013 Jan

Media & Firearm Accessories Manager

June 2010-2013

- Currently manage the domestic **Firearm Accessories** line (\$7M Net sales forecast) product portfolio ~1000 KU's
- Currently manage the domestic B2C & B2B web applications
- 1. B2C product portfolio ~3000 SKU's
 - New web site launched 2010 - (from \$2.5M to \$3.5M sales in a year, 2011 \$5.5M, forecast 2012 \$7.2M)
 - YTD +57% /PY

2. B2B (~\$50M Net sales)
 - Analyzed the requirement and developed with the vendor an application that allow collecting 80% of the B2B orders)
 - Manage and blasting 2 or more times per week e-mails to ~230.000 subscribers
 - Implement new product launches and SKU rationalization; improve product productivity
 - Consistently work with Consumers, Chain, and Wholesale customers to improve business opportunities via special make products
 - Instrumental in developing product marketing plans with Channel Marketing
 - Manage annual product catalog content, web content for product line,
 - Various Facebook/YouTube projects
 - Responsible for annual SHOT Show boot layout, various Sales Chain and Wholesale Shows
 - Awarded 2010 Best New WEB SITE Launch

Media Operation Manager – Beretta USA

June 2009 – June 2010

ACCOMPLISHMENTS: Took the web business from \$1.5M to \$2.5M

Product Development Manager – Beretta USA

October 2008 – June 2009

ACCOMPLISHMENTS: Introduced more than 30 new Items in a year

Gun Accessories & Spare Parts Product Manager – Beretta USA

January 2004 – September 2007

ACCOMPLISHMENTS: Increased the business of 30% in two years

Gun Accessories Product Manager – Beretta ITALY

September 2000 – December 2003

ACCOMPLISHMENTS: Introduced more than 50 new models in a year

CEO Personal Advisor - American Western Arms

July 1999 – August 2000

ACCOMPLISHMENTS: produced and delivered to the USA market 11.000 SA revolvers in a year.

Firearms Product Manager – Beretta ITALY

1995 – 1998

ACCOMPLISHMENTS: Developed and launched models as: AL391, 682 Gold E, DT10, 9000, Billenium

Account Manager for the Italian Army – Beretta ITALY

1981 – 1987

ACCOMPLISHMENTS: Smoothly administrated all the LE & DoD contracts for 6 years, not one penalty! Managed with success one of the most important contract with the Italian Army. 98.000 Rifles.

Domestic Credit Manager – Beretta ITALY

1988 – 1988

ACCOMPLISHMENTS: Controller & recover outstanding payable invoices
Reduced the outstanding payable invoices of the 40%

Sales Area Manager – Beretta ITALY

1981 – 1977

ACCOMPLISHMENTS: Handling ~300 Italian dealer accounts, providing them sales and technical support, increased the sales of 10% per year.

Assembly Department Technician – Beretta ITALY

1975 – 1980

ACCOMPLISHMENTS: I learned all the finishing and assembling process for the most of the Beretta firearm models.

Trained of some of the special job, likes: straighten out barrels, color case-hardening.