NICOLÒ MEDICI

Export Manager | Global Business Development | International Sales

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PROFESSIONAL PROFILE

Export Manager with 5+ years of experience in international business development and B2B sales across LATAM, EMEA and APAC markets. Proven track record of growing turnover in new and existing territories, building distributor networks, and translating market analysis into actionable commercial strategy. Fluent in English and Spanish, with a Master's in International Management and hands-on experience across marketing, finance and cross-functional teamwork. Data-driven, adaptable and results-oriented, with strong skills in CRM management, sales reporting and market intelligence tools.

CORE COMPETENCIES

Export Sales & Business Development · International Market Expansion · B2B Negotiation & Key Account Management
Distributor & Channel Management · Sales Forecasting & Reporting · Market Analysis & Competitive Intelligence
Cross-Functional Team Coordination · CRM (HubSpot) · Power BI & Excel Data Analysis · RocketReach & Perplexity for Lead Generation

PROFESSIONAL EXPERIENCE

Export Sales Area Manager — Midland Europe *2022 – Present*

Consumer Electronics industry. Own business development and B2B sales across LATAM, EMEA and APAC, with direct responsibility for Colombia, Brazil, Greece, Scandinavia and the Netherlands.

- Delivered +56% delta turnover in the assigned territories within the first year, through targeted prospecting and account development.
- Managed the full B2B sales cycle across five priority markets on three continents, from lead generation to contract negotiation and account growth.
- Built and maintained market analysis and sales reporting (Excel, Power BI, HubSpot) to support strategic decisions and forecast pipeline performance.
- Coordinated cross-functionally with logistics, marketing and product teams to align export operations with client requirements.

Export Department Specialist (Apprenticeship) — DEA + RO & CO. *2021 – 2022*

Automotive sector.

- Supported B2B export sales operations, gaining hands-on experience in international order management and customer coordination.

EDUCATION

M.Sc. in International Management — Tilburg University *2020 – 2021*

Integrated overview of core business disciplines: marketing, management, finance and accountancy. Master's thesis in partnership with Flash Battery (Sant'Ilario d'Enza, Italy) on the electrification of agricultural machinery within the European market context.

B.Sc. in Business & Economics — University of Bologna *2018 – 2020*

Degree taught fully in English, preparing graduates for market-oriented managerial and consulting roles in international settings. Completed double exchange program in Buenos Aires (Argentina) and Budapest (Hungary).

LANGUAGES

Italian: Native **English:** C1 **Spanish:** B2 **French:** A2 **Portuguese:** A2

ADDITIONAL ACTIVITIES

City Councilor — Comune di Reggio Emilia *2024 – Present*

Elected public official, receiving 365 preference votes. Demonstrates leadership, public communication and stakeholder management skills beyond the corporate environment.

High School Exchange Student — Mississippi, USA *2015 – 2016*

One-year academic exchange during high school — an early step in a long-standing international profile.