

CURRICULUM VITAE

Name

Umberto Taormina

Address

Phone

E-mail

Date and place of birth

Nationality

Driving license



EDUCATION

- University Carlo Cattaneo - LIUC Castellanza (Va)
Bachelor's Degree in **Industrial Engineering**
Thesis Title: Reengineering of Refurbishing and maintenance process of used Forklift Truck
- Politecnico di Milano
Attending 2 yrs to **Industrial Engineering**
- Scientific High School "Galileo Galilei" in Legnano (MI)

OCCUPATION

May 2025 – Present: Fedrigoni, Global Pricing Manager – Self-Adhesive Division (Global Role)

- Responsible for the **global pricing strategy** of the Self-Adhesive Business Unit (approx. €1.1B annual turnover), coordinating pricing activities across all countries.
- Lead **data-driven pricing initiatives**, presenting strategic insights and market intelligence in alignment and governance meetings with senior stakeholders worldwide.
- Define and implement **global pricing processes and governance models**, ensuring consistency, transparency, and operational efficiency across markets.
- Collaborate closely with **software providers** to design and optimize pricing systems, integrating advanced digital tools for enhanced performance.
- Drive strategic transformation initiatives leveraging **AI-based pricing solutions** and dynamic pricing models to modernize pricing workflows and decision-making frameworks.
- Act as a key interface between corporate strategy, local pricing teams, and technology partners.

Jul 2022 – Apr 2025: LYRECO Srl (Cambiago), Pricing Manager and Quote&Tender Dpt. responsible

- Led the **strategic positioning** of the entire product portfolio through competitor analysis, market monitoring, and sensitivity assessments.
- Maintained operational efficiency by ensuring pricing consistency and accessibility across all sales channels.
- Managed a team of five professionals overseeing **national and international tenders** (public and private).
- Contributed to pricing governance and commercial policy design at a national level.

Jan 2021 – Jul 2022: STILL S.p.A (Lainate), Head of Sales & Service Support

- Coordinated a **cross-functional front-office team** across Italian branches.
- Provided full-spectrum commercial support on all business lines (new & used trucks, aftersales, short-term rental).
- Conducted forecast planning to align sales, service, and operational targets.
- Ensured process harmonization and optimized communication between HQ and local branches.

Jul 2019 – Dec 2020: **STILL S.p.A** (Lainate), **Full Service and Pricing Manager**

- Enhanced service contract profitability by setting tailored service fees and analyzing contract costs.
- Designed pricing strategies for key accounts and significant deals, leveraging market research and customer insights.
- Conducted customer interviews to identify emerging trends and align pricing approaches with market demands.

Nov 2017 – Jul 2019: **STILL S.p.A** (Lainate), **Pricing Specialist**

- Managed pricing frameworks for the After Sales division, focusing on spare parts pricing strategies through benchmarking and market potential analysis.
- Developed and implemented pricing models, promotional actions, and discount strategies to meet revenue targets.
- Introduced process improvements and implemented performance monitoring tools to drive operational efficiency.
- Manage pricing issues in all the aspects concerning After Sales division: Responsible for pricing and develop quantitative analysis, ad hoc reports, models, to support decision making
- Spare parts pricelist towards end customers and dealers or partners:

Define spare parts pricing and discounts strategy for Region Italy level through benchmark and market potential analysis
 - Definition of new parts pricing and repositioning actions
 - In-depth analysis of market share and sales potential
 - Definition of commercial strategy and implementation of promotions and commercial actions to ensure revenues targets achievement
- Maintain a focus on continuous process improvement by identifying opportunities for efficiency
- Suggest process and operational improvements
- Regularly analyze market prices, adjust pricing strategies, formulate and update published fees timely;
- Maintain, Improve and adapt monitoring performance tools

mar – set 2017: **STILL S.p.A** (Lainate), Reengineering of the operational refurbishing process (Internship)

2016 - 2017: **Sempione News** di Legnano (MI), Accountant and Advisory Salesman

2015 - 2017: **Glifo Associati s.c.** di Milano, Accountant and Advisory Salesman

COMPETENCIES & INTERESTS

- **English:** BULATS C1 Certificate (C1 written, C2 spoken)
- **French:** good written and spoken

COMPUTER SKILLS

Windows 10 and Office 365 (Excel, Access, Word, Powerpoint)
Microsoft Teams
SAP ERP Software
Microsoft Power BI