



Americo Cipolla

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22.04.1978

In this dynamic world, identify customer needs early on and dare to make a difference.

Short description

Americo Cipolla has over 15 years of leadership and management experience in an international environment. He managed various organisations in the areas of sales and marketing, and was also responsible for all after-sales services. His primary focus was on optimising customer processes and further meeting customer needs with digital tools. His profile is rounded off by further experience in organisational and reorganisation development projects and implementation of complex returns and complaints processes.

As a sales professional and marketing expert, he has a flair for building up the right service requirements and integrating digital media into existing processes. And with his basic training in building services engineering, supplemented by various further training courses in marketing and sales and an EMBA in business administration, he effectively combines practical and theoretical management methods. His visionary skills enable him to identify innovations in the various sectors at an early stage, and integrate them into existing and new business areas with strategic effectiveness.

Focal points

- Extensive management experience and strategic development
- Establishment and introduction of KPIs for goal-oriented leadership
- Modelling of effective process management and establishment of efficient processes
- Expansion of production and distribution logistics in the area of repairs and spare parts
- Organisational development and change management with employees
- Development of marketing, sales and service strategies, together with the corresponding measures
- Implementation of differentiation strategies in various product segments
- Development of new services with a focus on increasing customer loyalty
- Expansion of market and brand positioning in an international context
- Development and implementation of programmes for customer retention
- Introduction of CRM and service tools for an effective sales and service organisation
- Introduction and implementation of online sales activities and use of digital sales channels

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Professional experience

- Head of Sales and Service and member of the Executive Board
- Leadership of various organisations and distribution partners
- Management of profit centre with P&L responsibility
- Leadership of sales organisations with multi-level distribution channels
- Management of strategic projects and membership of steering committee
- Responsibility for all repairs in production, as well as for all spare parts management
- Management of complex reorganisation projects in sales and service organisations
- Responsibility for the overall service portfolio
- Introduction of standardised processes for the company and its partners
- Handling of international projects with partners
- Introduction of digital options for work processes