

ALESSANDRO STEINHART

Young maintenance account manager with a strong passion for sales, marketing, digital marketing, IT, economics, foreign languages, travels and sports.

Nationality: Italian

Born: 14/11/1990

Phone number: +353 838644771

Currently living and working in Dublin

Email: alessandro.steinhardt@gmail.com

Driving license: B

Job Related Work Experience

January 2019-Current: Renewals Manager Commerce Cloud at Salesforce (Dublin)

Role: Manager of the Emea Commerce Cloud Portfolio

Job description:

- Negotiating nonstandard contracts
- The average sales cycle is 6 months due to a complex multilevel negotiation process, as all our contracts are personalized based on a revenue shared model. I manage the entire process, from the first contact to the closing, working together with the account executive team and the customer success management team.
- The main KPI is the attrition number. Other KPIs are generating new business, the total value and the length of the contract.
- Negotiating the terms of the Salesforce MSA for legacy Demandware customers.



February 2018-January 2019: Maintenance Renewal Account Manager at Tibco Software Limited (Dublin)

Role: Manager of a high value EMEA Portfolio. In charge of the entire sales and renewals cycle.

Job description:

- Account manager with over 500 customers per year.
- Responsible for a high value EMEA account with high value customer (multi-million accounts)
- Creating quotes and negotiating with customers, partners and distributors.
- Management of the full sales cycle from start to the closing.
- Creating leads for the field sales. upselling und cross-selling.
- Troubleshooting and contract analysis.
- Support to internal functions like the legal and the collection team.



January 2017-January 2018: Maintenance Renewal Account Manager at Micro Focus Software (Dublin)

Role: Manager of the Austrian and the Swiss Portfolio. In charge of the entire sales cycle.

Job description:

- Account manager with over 300 customers per year.
- Responsible for the DACH region with a focus on the Swiss and the Austrian market.
- Creating quotes and negotiating with customers, partners and distributors.
- Management of the full sales cycle from start to the closing.
- Setting appointments and visiting customers on-site in Austria and Switzerland.
- Creating leads for the field sales. upselling und cross-selling. 20 Lead generated in 6 months.
- Overachieving my yearly target (110% and 114%).
- Troubleshooting and contract analysis.



Other Work Experience

July 2016-December 2016 (6 months): Online Advertising Specialist/Content Analyst at Arvato Financial Solutions (Dublin)

Role: Google My Business analyst and Content Analyst for the German Market.

Job description:

- Troubleshooting for Google my Business.
- SEO training for customers.
- Upselling of Google Adwords Express.
- Creation of marketing key words for customer's websites.



November 2014-June 2016 (2 years): Editor and Online Media Specialist at Sportal.it (Milan)

Role: Editor and Social Media Manager.

- Brand development on social media.
- SEO strategist.
- Google Analytics analysis.



October 2014-May 2015 (1 year): German Teacher at Oxford Centre in Progress S.R.L. (Via Alberto Mario, 20, MI)

September 2012-July 2015 (3 years): Tutor at Collegio San Paolo (Via Statuto, 4, MI)

Role: Tutor in a student dormitory.

- Management of the student dorm.
- Contact person for personal issues.
- Part of a small leading unit.

July 2015 (2 weeks): Volunteer at the EU pavilion at EXPO 2015 in Milan

Role: Ambassador for the European Union

Education

October 2019 – Current: Master's Degree in Public and Corporate Communication, Università degli studi di Milano



March 2019 – May 2019: Negotiation Mastery, Harvard Business School Online



September 2017-February 2018: Diploma in Sales and Selling Management, Dublin Business School



September 2016-February 2017: Diploma in Digital Marketing and Strategy, Dublin Business School

September 2009-July 2016: Bachelor of Economics, Università Cattolica del Sacro Cuore, Milano



Curriculum in Service Management Grade 92/110

September 2004-July 2009: Liceo Scientifico Edoardo Amaldi, Alzano Lombardo (BG)
Secondary School Diploma (Scientific Studies) Grade: 65/100

Languages

Italian: mother tongue

German: mother tongue

English: very fluent

Spanish: beginner (currently studying)

Certificates

ECDL - Core Level (2014)

CAE - Advanced English Certificate (2018) – Score: 199/210

The Fundamentals of Digital Marketing – Google Digital Garage (2020)

More

Author of the book “Le (dis)avventure del giovane Imiuk: La tragicomica vita dell’italiano medio all’estero”.

References available upon request.