

# Elisabetta Falco Beccalli

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## Professional Work Experience

### **International Association of Department Stores**, Turin, Italy (headquarters in Paris, France)

Communication, Innovation, and Sustainability Director, March 2024 - *Present*

- Responsible for all communication for the Association - online, LinkedIn, weekly Newsletter content, monthly recaps of news, member requests, and Exclusives (articles written by the Association on a specific topic).
- Responsible to find new paying partners to work with the Association, from first introduction to completion of contract.
- Monthly travel to Paris to headquarters, and organisation and travel for events created by the Association.
- Attending fairs, such as The Retail Summit in Dubai, or VivaTechnology, and writing extensive reports post fair for our members.
- Research and writing articles on current news and topics for our members that relate to the current retail world.
- Responsible for the Press intern.

### **My English School**, Turin, Italy

English Teacher; February 2019 - February 2024

- Teaching English conversation and grammar to all levels, from Beginners to Experts (Beginners Level 1 – Experts Level 12).
- Full immersion conversation sessions, also at personalised levels.
- Rotational class system, with either groups of students or individual one-to-one focuses.

### **Link Theory UK**, London, UK

European Sales Manager Men's - Theory; May 2015-January 2016

- Business Development and Sales Manager for the re-launch of the Theory Men's business in the UK and Europe.
- Retaining and growing strategic accounts through the development of strong relationships with key decision makers.
- Quarterly visits to Theory HQ in NYC to edit and merchandise each collection to ensure alignment to the European/UK markets.
- Regular presentations of P&L and sales figures to the top management of Theory and key clients.

European Sales Manager Women's – Theyskens' Theory; January 2012-May 2014

- Responsible for Department and Specialty stores business development in Northern Europe and Scandinavia.
- Direct wholesale activities to Northern European customers during showrooms in New York and Paris.
- Sales forecasting and budget planning by season for yearly sales campaigns.
- Marketing research on European collections to align Theyskens' Theory products and processes to non-US customers.

European Sales Manager Women's – Theory; August 2009-December 2011

- Responsible for UK, Ireland, and Southern Europe Account Executives for Department and Specialty stores.
- Account Manager for customers in Turkey and Russia.
- Showroom organisation and coordination for London and Milan selling campaigns.
- Business Development Manager for European Franchise business; opened Theory Girona in Spring 2011.

European Sales Manager Men's – Theory and Helmut Lang; November 2007-July 2009

- Business Development and Sales Manager for UK and European Theory Men's business.
- Sales Manager for UK, France, Italy, Iberia, Greece, Turkey, and Belgium for Helmut Lang Men's.
- Organised and set up European selling campaigns for Theory and Helmut Lang Men's.

### **Yves Saint Laurent**, Paris, France

Southern European & Asian Wholesale Area Manager; March 2007-October 2007

- Sales Manager for Italy, Iberia, and Asia for Women's and Men's Ready to Wear and Accessories.
- Operations and distribution coordinator for Italy, Iberia, and Asia.
- Responsible for budgeting and forecasting activities.
- Coordinated Sales Team during International showrooms.

### **Theory, LLC**, Milan, Italy

International Account Executive; June 2005-March 2007

- Sales and Accounts Executive for Italy, Switzerland and Greece.
- Office and showroom set up and management for Theory Italia.
- Theory representative at events and visits in the Middle East.

### **Theory, LLC**, New York City, USA

International Account Executive; April 2004-May 2005

- Responsible for accounts in Canada, Caribbean, Russia, Far and Middle East, Mexico.
- Liaison between International Account Managers and Theory HQ (New York, US).
- Managed sales forecast activities for inventory management.
- Sales support activities to commercial teams during European markets.

International Sales Associate; November 2002-March 2004

- Responsible for accounts in Canada, Caribbean and Russia
- Performed sales support activities for International orders and secured first Italian account for Theory.
- Co-organised events and initiatives for Theory European markets.
- Participated in Coterie and Intermezzo shows.

US Sales Specialist; October 2002-November 2002

- Responsible for US sales accounting.
- Supported sales associates and account executives with daily performance records and showroom sales activities.

**Prada Corp. USA**, New York City, USA

*Assistant to Senior VP of Public Relations; Temporary job; September 2002-October 2002*

- Managed office of Senior Vice-President of Public Relations.
- Completed press requests, kept track of financial records and participated in advertisement activities.

## **Education**

**Villanova University** Villanova, Pennsylvania, USA

Bachelors of Arts in Communication, May 2002

Minor in French

Member of Lambda Pi Eta, Villanova Communications Honour Society

**Languages:** Native in English and Italian, fluent in French