



Lorenza Poletto

Entrepreneur, Marketing Director

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[LinkedIn](#) • Bellusco (MB), IT

Entrepreneurial-minded and ambitious leader with 15+ years of global experience driving unprecedented business growth by efficiently leading all marketing and retail operations in the ICT market.

Proficient in market mapping, strategic business direction, and consumer segmentation. Adept at ascertaining business strengths, identifying shortcomings, and securing opportunities geared towards improved profitability. Possess expertise in business tracking, product assortment, production, promotional activities, sales channels set up, launch plans, and integrated communication. Committed to handling workplace adversity with resilience and life-long gaining of fresh and different perspectives. Eloquent communicator with excellent influential and analytical skills: excel at building long-term relationships with key stakeholders at all levels.

Accomplishments

- Designated as Director of seven members team in different countries accountable for Surface and PC accessories categories for Western Europe area (Benelux, Iberia, Mediterranean and Nordic (12 countries). One of them recognized as Top Performer in Europe in 2022. Oversaw revenue performance, profitability and products' marketing strategy of the 12 territories.
- Successfully achieved three awards in previous years: 1) Italian market turnover Performance Award, 2) Apple Compete & Internet Explorer International Award and 3) Halo Hero Award.
- Engaged with Microsoft to cover different responsibilities, such as Marketing (audience, product marketing, Business Group Lead, Category lead) and Sales (solution sales specialist) in different segments.

Career Experience

Owner and Aromatherapist at Euodia.it; local councilor

2024

Transitioning career to entrepreneurship. Combining passions (for Essential Oils, Crystals and customers relations), with expertise (in sales and marketing) and growth (helping others). Main responsibilities:

- business strategy definition,
- Go to market plans,
- website creation,
- Marketing and social media strategy and planning,
- Suppliers selection,
- Pricing and promotion planning

Additionally, elected in June 2024 as municipal councilor in the municipality of Bellusco with sports delegation and responsibilities over the territory. Fostering passion for human relations and contributing to create a better place to live.

Surface & PC Accessories Category Director, Microsoft, Western Europe HQ

2019 – 2023

Headed all facets of forecasting, promotional plans, inventory and supply management, monthly and quarterly reviews, marketing and account yearly planning, business development (e.g., Telco and B2B2C channels) to achieve targets. Developed and implemented strategies to capture market share and grow revenues in competitive markets.

- Led team of three full time employees and four vendors to achieve revenue and profitability targets.
- Collaborated with sales and channel marketing teams in WE HQ and subsidiaries, category team in EMEA HQ, and journalists and influencers in Italy (stretched assignment).
- Achieved revenue and gross margin targets while maintaining a strong focus on contribution margin.
- Fostered high-performance culture and coached team members to enhance capabilities.

- Ensured effective communication and collaboration across cross-functional teams to drive alignment and support business objectives.
- Directed Surface and PC Accessories Category Management team for WE territories including Med, Iberia, Nordic, and Benelux, driving area performance and profitability.

Surface & PCA Category Lead, Microsoft, Italy & Med

2015 – 2019

Oversaw forecasting for revenues, profitability, and production, as well as inventory management and product launch plans. Drove business development initiatives for new channels and markets.

- Streamlined optimal performance and profitability in Italy and Greece, while implementing go-to-market strategies in these territories.
- Fostered positive rapport with key stakeholders, including Italian and WE sales and channel marketing teams, Italian retail customers, press counterparts, and other partners.
- Engaged as primary spokesperson with Italian journalists and influencers to develop and execute marketing and sales account plans.

Solution Sales Specialist Device, Microsoft, Enterprise & Partner Group, Italy

2013 – 2015

Led Enterprise adoption of Windows Tablets and Windows Phones for Microsoft mobile solutions. Liaised with international and local product groups, account teams of the top customers, and Operator Channel Group internally.

- Collaborated with ISVs to develop Windows apps and sell windows solutions.
- Presented and sold products to Enterprise Customers, including CMOs, CIOs, Sales Directors, and HR Managers, in coordination with account teams.
- Cooperated with OEMs such as Dell, HP, Asus, Olivetti, and Nokia to share product information, sales strategies, and work on specific deals to achieve targets.
- Coordinated with Telcos like Vodafone and Telecom as channel resellers for Enterprises and resellers and other channel partners selling Windows devices.

Additional Experience

Windows Consumer and Internet Explorer BG Lead, Business Marketing Organization (2 years), Microsoft

Windows Consumer Product Marketing Manager, Business Marketing Organization, (4 years) Microsoft

Consumer Audience Manager, Business Marketing Organization (2 years), Microsoft

Channel Marketing Manager, Retail Division (5 years), Microsoft

Sales & Marketing Manager, (3 years) Hitachi

Personal information and education

DoB: 17/02/1971, Italian Nationality, Female in a Civil Union

Education: Bachelor of Arts in Political Science, Major in Economical Politics

Università degli Studi, Milan (MI), IT

Passions

Reiki Operator (I & II level degrees), Essential Oil & Crystals Operator, Write press releases, speeches, interviews

Sports: volleyball, played for 15 years in team as Player, Captain, and Referee

I authorize the processing of personal data in accordance with current legislation (REGOLAMENTO (UE) 2016/679 ("GDPR"))