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(Company)

Top Skills

Management
Start-ups
Entrepreneurship

Languages

Inglese (Native or Bilingual)
Francese (Native or Bilingual)
Tedesco (Native or Bilingual)
Italiano (Native or Bilingual)
Spagnolo (Full Professional)
Olandese (Professional Working)
Russo (Limited Working)
Portoghese (Elementary)

Certifications

Master in Corporate Finance
Master Class - Direttore Generale e
Imprenditore di PMI - SME General
Manager and Entrepreneur
Become a Digital Leader

Publications

New Trends in Design

Gloria Sormani

General Management | Collaborative Robots | Country Manager c/o
Universal Robots A/S | Member of the Board c/o SIRI
Milan

Summary

Current target: innovate companies, one cobot at a time...

I feel that companies nowadays have huge opportunities to use digitalization, automation and innovation to rethink their traditional route-to market and make it more performing.

In recent years, I re-considered my 25 years' international corporate experience, plunged into learning new tools for Sales & Marketing, applied them, among other projects, in an own, succesful personal venture... and I started a new challenge with UR.

Entrepreneurial DNA.

Specialization in:

- Digital Transformation in Sales & Marketing
- CRM (20 years ago I took part in one of the first European projects to structure a CRM for the Industry - time to strike back!)
- International Marketing
- International Strategy
- International Contracts
- Company Turnaround

Languages: Italian, English, French, German, Dutch, Spanish, Russian, Portuguese.

Businesses:

- B2B companies

Current preferred sectors (manufacturing, marketing and distribution):

- general industry

Experience

Universal Robots A/S

2 years 5 months

Country manager

September 2021 - Present (11 months)

Torino, Piemonte, Italia

Channel Development Manager

March 2020 - August 2021 (1 year 6 months)

Milano, Lombardia, Italia

Cobots. Industry 5.0. Strategy, activity plans and development to create and expand new Cobot markets through distributors and system integrators.

SIRI - Associazione Italiana di Robotica e Automazione

Executive Board Member

July 2022 - Present (1 month)

SormaniPrivateCollection

Owner | Curator

April 2018 - Present (4 years 4 months)

Arosio, Italy

Sormani, a pioneer in high-end design furniture of the Sixties, Seventies and Eighties and first in Italy to conceive the possibility to revolutionize manufacturing methods, by industrializing its production now revives through the presence of a vast family collection, on sale through the three top digital marketplaces of Italy, Germany and USA and in the collections of Museums such as MOMA-NYC, MFAH Houston and... more to come!

Digital Building Blocks

SME Relations Officer | Chief Digital Officer | Business Transformation Officer

March 2015 - September 2021 (6 years 7 months)

Italia

According to Customers' needs and to their "digital maturity", I carry out analyses of the Company in order to advise them on the best strategy and the best Digital Company to implement a healthy Digital Transformation. I am proud to work for some of the best skilled Digital Companies in Italy and Switzerland.

ASSA ABLOY Group

Member of the Board | Consigliere d'Amministrazione | General Manager Valli&Valli

March 2013 - March 2015 (2 years 1 month)

Bologna Area, Italy

Completed company turnaround by developing a new vision and mission consistent with the AA policy; strategic planning and stark improvement of ROS; development of Southern European and Asian markets.

Luxury Living Group

Worldwide Director | Chief Commercial Officer

December 2011 - February 2013 (1 year 3 months)

Forlì, FC, Italy

Harmonized the managing processes and the route-to market for the different Brands. Developed business and maximised sales revenue by expanding markets in Europe and Asia

Progetti Imprenditoriali

Owner

2009 - 2011 (2 years)

Milan Area, Italy

Progetti Imprenditoriali: focus is on international development through solid networks and methodologies. We expand and consolidate your business. CONCENTRICO® is Progetti Imprenditoriali's first complete product for hands-on sales development, that traces back to the company's very roots, to boost sales performance internationally

FMR ART'E' SPA

Executive Vice President International Development

December 2007 - November 2008 (1 year)

www.fmrarte.it

matteograssi 1880

Executive Director, Export Sales

March 2003 - November 2007 (4 years 9 months)

Restructuring of the European, US and Asian markets.

Business: leather and coach-hide furniture for contract and retail.

MEWA Textil-Management

Sales and Marketing Executive Director Italy | Prokuristin

July 1999 - December 2002 (3 years 6 months)

Start-up of the Italian Branch. Setting up of a new CRM. Business: industrial wipers and renting of working clothes.

Frette | Consultant

CONSULTANT

January 1997 - December 1998 (2 years)

www.frette.it - Start up of a new project in the hotel division related to the furnishing of hotel rooms with the Frette brand

Gruppo Associati Sormani | Managing Director

Managing Director

1990 - 1997 (7 years)

Restructuring of the family company. Business: shift from residential to contract furniture.

Education

Columbia University in the City of New York

Master Class, Marketing Management | International Strategy · (1988 - 1990)

Università degli Studi di Milano

Università degli Studi di Milano | Diritto commerciale internazionale, Affari internazionali/Scambi/Commercio · (1983 - 1990)

Liceo Classico Zucchi - Monza