

■ Štěpán Šikoš

Professional Career

- > Štěpán Šikoš has 15 years of experience from 10 European countries in automotive business in the area of sales and sales strategy.
- > He has been currently the sales country manager for Italy at ŠKODA AUTO headquarters.
- > Previously he has held similar positions within Volkswagen group and Fiat group.

■ Patrick Grinnell

Professional Career

- > Patrick Grinnell is a graduate from The London School of Economics and has spent his entire career in the Automotive industry gaining experience from the perspective of Manufacturer, Retailer and Supplier and has held senior positions at director level on all sides of the industry.
- > At Snap-on Business Solutions he has been the lead consultant for the introduction of Inter Firm Comparisons of financial performance and dealer planning for manufactures such as GM, Renault and Nissan across Europe, Russia, India, China and South Africa.

■ Leonardo Buzzavo

Professional Career

- > Università Ca' Foscari di Venezia, Ph.D, Management
- > Adj. Prof. of Strategy and Entrepreneurship, Ca' Foscari University of Venice
- > Director Ca' Foscari Digital Week from 2011
- > Research Professor of Business Strategy, Università Ca' Foscari Venezia, from 1998
- > Member of Innovation Board, Ca' Foscari Foundation, from 2013
- > President and Founder, Quintegia srl, from 2004
- > Director, ICDP International Car Distribution Programme, from 2011
- > Board Member, Ca' Foscari Foundation, from nov. 2010 - to apr. 2013
- > Senior Advisor, ICDP (International Car Distribution Programme), from sept. 2006 - to jun 2011

■ Roberto Rossi

Professional Career

- > Marketng Department of KTM Italy Sportmotorcycle
- > Responsible for EVENTS & MOTORSPORT (since 2004)
- > Before 2004 Area Sales Manager in South Italy at KTM Sportmotorcycle Italy



DNDS
Developing New Distribution Skills

For further questions or information about
the project please contact:

Università Politecnica delle Marche (UNIVPM)

Prof. Silvio Cardinali

Piazza Roma 22

Ancona / Italy

Mail: s.cardinali@univpm.it

SEEKING DEALERSHIP EXCELLENCE THROUGH RESEARCH AND TRAINING

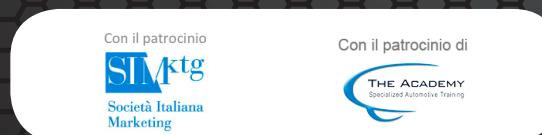
**Sales, Marketing, New Media,
Finance and Management
in the Automotive Industry**

Ancona, September 11/12, 2014
Università Politecnica delle Marche
Italy, Piazzale Martelli 8, 60121, Ancona

PROJECT CONSORTIUM:



CON IL PATROCINIO DI:



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■ Thursday, September 11, 2014

Session I

Automotive industry and distribution in the European Market

13.00

_Registration

14.00

_Welcome address by Prof. *Gian Luca Gregori*, Prof. *Francesco Maria Chelli*, Prof. *Stefano Marasca*

_Presentation of the results of the project "Developing New Distribution Skills"

_Main speech: *Leonardo Buzzavo (Ca'Foscari Venice University) - Challenges in sales and marketing in the automotive industry and dealership management*

_Round table 1 discussion of: *Dealers' Management Training Challenge*

_Round table 2 discussion of: *Best Practices of cooperation between higher education institutions and OEMs*

Participants of the round tables:

- > *Dario Amodio (Università Politecnica delle Marche)*
- > *Claudio Camba (Marketing and Training manager at The Academy)*
- > *Patrick Grinnell (Principal Consultant Snap-on Business Solutions)*
- > *Michele Losito (Moto Dealer News)*
- > *Jiri Jira (Skoda Auto University)*
- > *Gustav Oberwallner (Member of Board of Directors, CECRA)*
- > *Roberto Rossi (KTM Marketing Manager; Italy Area)*
- > *Štěpán Šikoš (Representative of Skoda)*
- > *Marcin Skurczynski (University Gdansk)*
- > *Christian Stadlmann (University of Applied Sciences Upper Austria)*
- > *Pavel Strach (Skoda Auto University)*

18.00

_Closure of the session I

20.00

_Gala dinner at The Fortino Napoleonico (see below)

■ Friday, September 12, 2014

Session II

Academic conference

in memory of Prof. Giuseppe Volpato

09:00

_Open speech: Practice and academic study: the missing link

09:15

Paper presentations

14:00

Closure of the sessions - *Vito Caramia (Automotive & Retail professional)*



The Fortino Napoleonico

■ KR Mag. Dr. Gustav Oberwallner, MBA

Professional Career

- > Degree in Business Administration, PHD
- > MBA Postgraduate Studies Dallas, USA
- Experience in AUTOMOTIVE RETAIL:*
- > Managing Partner AUTOHAUS MAIRHUBER (Opel, Chevrolet, Saab) 1990-2008
- > Member of the Holding Management AUTOHAUS MAIRHUBER since 2008
- > Mentor EPU Programme Chamber of Commerce
- > Chairman Automotive Trading Upper Austria since 2004
- > Federal Chairman Automotive Trading 2005-2010, Deputy Chairman since 2010
- > Representation of the automotive dealers in the Chamber of Commerce Austria
- > Representative of the automotive Committee CECRA since 2005
- > Member of the, Board of Directors" CECRA, Brussels since 2010

■ Michele Losito

Professional Career

- > He worked for several years in the retail industry.
- > From 2004 starts his experience in the automotive press industry, in the editorial staff of Moto HP.
- > In subsequent years he increases his knowledge of mopeds and motorcycles as tester of new models on the market.
- > Editor-in-chief of Moto Hi-Power since 2005
- > Editor-in-chief of Moto Dealer News (the only B2B magazine of the motorcycle industry) since 2009.
- > In 2011 participates in the organization of the Moto Dealer News Expo, first B2B Italian event about mopeds and motorcycles.

■ Claudio Camba

Professional Career

- > Trainer, coach and manager of various OEM accounts.
- > Starts his career in Fiat Auto UK as Sales Executive and progresses to perform roles of Used Car Manager, New Car Manager and National Fleet Account Manager.
- > In Italy he has assisted in the implementation of Trade Cycle Management for many OEMs.
- > Currently handling the training of dealers in Digital Marketing and its integration in Sales Process and Lead Management.

■ Massimo Ghenzer

Professional Career

- > Chairman of Arete Methodos, he held positions of responsibility at national and international level in the Automotive and Transportation industry.
- > Chairman of Ford Italia.
- > Vice President Brand Strategy Ford of Europe.
- > General manager of Trenitalia.