



PAUL CASTINELLO

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**I Bring Relentless Energy And Passion
To Transform Organizational Vision &
Business Goals Into Reality**

EXECUTIVE PROFILE

**DRIVING BUSINESS & MARKET GROWTH | EXECUTING TRANSFORMATIONAL LEADERSHIP
DEVELOPING CUTTING-EDGE SOLUTIONS | GENERATING EXPLOSIVE REVENUE RESULTS**

Masterminding high-level business strategies, concepts and tactics that position automotive and industrial companies to gain

- Global sales growth, market expansion and revenue success
- Operational efficiency, internal effectiveness and productivity
- Strategic partnerships, internal alliances and joint agreements
- Forward-focused, profitable business model and roadmaps

CORE BUSINESS STRENGTHS & AREAS OF EXPERTISE:

Revenue Growth – Key Sales & Account Planning – P&L Management
Global Market Growth – Business Revitalization – Turnaround Solutions
Team Building & Leadership – Process Automation – Client Retention
Product Positioning – Cost Reduction & Avoidance – New Product Launch
Business Innovation – Market Intelligence – Technology Development

LEADERSHIP EXPERIENCE & PERFORMANCE IMPACT

CAREER TRAJECTORY: Retained as key employee, critical contributor and valued thought leader through out several company acquisitions. Repeatedly selected to champion turnaround, high-growth and improvement programs that led to dramatic revenue growth, industry reputation and market advantage.

CONTINENTAL CARRIERS DIRECTOR OF SALES

2015 – present

Spearhead strategic planning, vision and direction for organization—entrusted to bring new insight in business strategies, market penetration, price competitiveness, new product development and revenue/profit growth.

- ▶ **TURNAROUND MANAGEMENT:** Created business revitalization processes, introduced sales/marketing strategies and streamlined sales organization to reverse losses, recapture market share and strengthen customer service.
- ▶ **STRATEGIC ROADMAP:** Architected innovative, 7-year strategic plan that outlined roadmap to restore profitability, drive double-digit sales growth (60%) and achieve 5MM EBITDA while lowering costs 1MM each year.
- ▶ **BUSINESS STABILITY:** Pioneered change management programs for sales geography, warehousing key account management and back office processes that expedited business integration—generated <2% sales impact.
 - Ranked as best segment in entire company for fastest and most effective business integration process.
- ▶ **BOARD & MANAGEMENT ADVISEMENT:** Earned board approval for massive restructuring project proposal—full implementation will position company to become lean, profitable and fast growing entity.

VEVANTE TECHNOLOGIES INC. BUSINESS UNIT DIRECTOR

2009 - 2015

Charged with integrating industry best practices and proactive strategies to improve operational effectiveness, increase revenue results and stabilize 60MM business unit following huge impact of global economic crisis.