

Simone Calamai

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PROFILE

As a dynamic manager operating in the highly competitive and regulated financial services industry, I have a proven track record of creating effective business strategies and analysis. I am a diligent team leader able to cultivate C-level relationships with major accounts and to leverage a unique blend of managerial, closing, presentation expertise. Passionate about technology and online media, I have always been inclined to activities with strong creative content.

EDUCATION

Master Degree in Political Science (economic and social course)
University of Florence (Italy)

EXPERIENCE

Fundstore.it (Banca Ifigest Group)

Managing Director – CEO (Company co-founder) 2000 - present
Part of Banca Ifigest business group, Fundstore runs Ifigest online retail operations. Acting as an Italian mutual funds supermarket and distributing more than 3,500 different funds, it is currently the largest Italian marketplace in this sector. <www.fundstore.it> <www.bancaifigest.it>

SELECTED ACCOMPLISHMENTS

Grew company from ground up developing the organization from initial concept through product launch ▶ *Leading team of 5 people. AUM grew from 0 to 150M€ distributed to more than 4'500 clients*

Learned to cultivate and negotiate profitable business relationships serving as key contact between mutual fund companies and management ▶ *More than 100 different management companies use Fundstore for their online retail distribution: each of them has a separately negotiated distribution agreement*

Reported directly to the parent company board, planning, directing, supervising, and evaluating office processes ▶ *100% accuracy and full compliance with Banca d'Italia (Italy's central bank) and CONSOB (Italy's financial services authority) provisions*

Led company during transition period ▶ *Recent financial crisis did not affect business growth*

Led successful media and marketing campaigns (above & below the line, on & off line) ▶ *Main representative for PR and media agencies (Image Building, Leo Burnett). Implemented several AdWords™ campaigns with results featured in a 2011 Google Case Study*
<<http://bit.ly/2011-case-study>>

(cont.)

Skandia Vita (Old Mutual plc Group)

Account Manager | Business Developer

1997 - 2000

Skandia Vita is the Italian company of Skandia, part of the Old Mutual Group, and is specialized in creation of unit-linked products, i.e. life insurance with a high financial content. <www.skandia.it>
<www.oldmutual.com>

Worked side-by-side with the Stockholm team (multiple stages there) in order to design pricing strategies to meet clients' needs.

Managed new business development while retaining and expanding business relationships.

LANGUAGES

Italian ▶ *Native*
English ▶ *Full professional proficiency*
French ▶ *Professional working proficiency*
German ▶ *Limited working proficiency*
Arabic ▶ *Elementary proficiency*

PUBLICATIONS

M. Ghiraldelli and E. Linguanti, *L'asset management per gli investitori privati*, Il Sole 24 Ore, 2000. (Referred) <<http://bit.ly/bookpub01>>

G.L. Basini and L. Segreto, *Le radici di un successo: Storia del Credito Emiliano (1910-2010)*, Laterza, 2010. (Statistical notes and Appendix) <<http://bit.ly/bookpub02>>

FURTHER REFERENCES

Linkedin ▶ www.linkedin.com/in/scalamai
Personal Blog ▶ blog.simonecalamai.net
Press Quotes ▶ blog.simonecalamai.net/press-clippings/
Twitter ▶ [@scalamai](https://twitter.com/scalamai)

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