



Elise
MONTANARI
KEY ACCOUNT MANAGER

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 **Aix-en-Provence**

Convinced that performance is built on trust, I support demanding clients in addressing their strategic challenges by fostering strong, adapted relationships that truly meet their expectations. My experience in managing complex accounts enables me to lead ambitious projects with rigor, while staying closely aligned with practical needs.

WORK EXPERIENCE

GLOBAL ACCOUNT MANAGER - SINCE 2022

SGS - Packaging & Medical Devices

- Managing a portfolio of key accounts, with 100% sales increased in one year
- Designing and executing targeted commercial and marketing action plans focused on growth and client retention.
- Handling complex (annual/multi-year) contracts.
- Co-developing customized offers with technical teams to address clients' strategic challenges.
- Organizing and participating in trade shows, technical days, and webinars to strengthen client engagement and visibility.
- Leading sector committees and maintaining regular contact with decision-makers to reinforce long-term strategic partnerships.

ACCOUNT MANAGER - 2021

Empreine Humaine

- Contributed to the development of the commercial strategy, aligned with corporate well-being and CSR challenges.
- Drafted and structured customized commercial offers in response to public and private tenders.
- Conducted market intelligence and client needs analysis to identify new business opportunities.
- Oversaw client project follow-up, including commercial reporting

PROJECT MANAGER - 2020

Eyco

- Implementing the communication strategy in collaboration with internal teams and external partners and development of brand identity.

PRODUCT MARKETING MANAGER - 2017/2019

Newtone Technologies

- Conducting a market study that led to an adjustment of the company's positioning and the definition of targeted communication axes.
- Designing and implementing multi-channel marketing and communication actions.
- Management of client projects: analysis of needs, drafting specifications, and operational follow-up.
- Organizing and participating in an international prospecting mission (South Korea & Japan) in partnership with Business France.
- Developing a new offer to diversify business activities, based on client needs analysis and market potential.

JUNIOR PRODUCT MANAGER - JANV/AVRIL 2016

Groupe Zebra - Design packaging

- Monitoring of product design and packaging projects : client briefs, drafting specifications and competitive analysis.
- Contribution to the creation of a sports equipment brand: market benchmarking, slogan, monitoring of initial prototypes, identification of potential partnerships.

KEY SKILLS

Strategic account management |
Business development | Co-
Creation & partnership building |
Cross-functional leadership |
Prospecting & lead generation |
CRM

Active listening | Adaptability |
Organizational skills | Analytical
thinking | Commercial
negotiation | Resilience |
Curiosity & Eagerness to learn

EDUCATION

IDRAC BUSINESS SCHOOL 2019

MBA strategy & innovation,
spécialisation internationale
business development

LANGPORTS SYDNEY 2016/2017

English for academic and
professional purposes (UFO
program)

SUP' DE COM | 2016

Bachelor Responsable de
communication

LANGUAGES

English Spanish
Fluent Intermediate

REFERENCE

References available upon request