



OMAR CONTE

Enterprise Applications & Digital Transformation Manager

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PROFESSIONAL SUMMARY

Senior Enterprise Applications and Digital Transformation Manager with 25+ years of experience leading CRM, eCommerce, AI-driven initiatives and business application ecosystems within international manufacturing environments.

Extensive expertise in Salesforce, SugarCRM, HubSpot, enterprise SaaS platforms, Product Configurators and digital transformation programs supporting Sales, Marketing and HR operations across global organizations.

Experienced in managing shared enterprise applications across multi-company environments, coordinating international stakeholders, external vendors and distributed teams in remote and hybrid contexts.

Strong background in digital innovation, business process optimization, AI-driven business solutions, enterprise governance and cross-functional collaboration.

Proven ability to bridge business and technology, driving scalable digital solutions aligned with organizational strategy and operational efficiency goals.

CORE COMPETENCIES

Enterprise Applications Management	Agile Project Management Stakeholder
Digital Transformation	Management
CRM Strategy & Governance	Vendor Management
Salesforce CRM	Cross-functional Leadership
SugarCRM	Systems Integration
HubSpot	Business Process Optimization
eCommerce Platforms	Digital Innovation
Product Configurators	Marketing Technology (MarTech)
AI-driven Solutions	Application Lifecycle Management
Generative AI Initiatives	User Adoption & Training
Business Process Automation	Enterprise Governance
SaaS Platforms	Remote Collaboration
Product Ownership	International Team Coordination

PROFESSIONAL EXPERIENCE

ZOPPAS INDUSTRIES GROUP (IRCA & SIPA) – Italy
Enterprise Business Applications Manager
2022 – Present

- Manage shared enterprise applications and digital platforms across multiple companies within Zoppas Group, including IRCA and SIPA
- Lead management and evolution of enterprise CRM ecosystem based on SugarCRM supporting international Sales operations
- Manage HubSpot platform implementation and governance for Marketing automation and digital communication initiatives
- Oversee business applications supporting Marketing and HR functions across group companies
- Coordinate internal development teams and external technology vendors
- Drive digital transformation initiatives focused on process optimization and operational efficiency
- Contribute to AI-driven transformation initiatives and evaluation of Generative AI solutions for enterprise business processes
- Collaborate with international stakeholders and distributed teams in remote and hybrid environments
- Ensure application governance, security, compliance and operational continuity
- Support business users through training, adoption and continuous improvement activities

- Analyze business requirements and identify scalable digital solutions aligned with organizational goals

Key Achievements:

- Improved governance and standardization of enterprise applications across multiple companies within the group
- Supported modernization of digital platforms for Sales, Marketing and HR operations
- Contributed to introduction of AI-based initiatives within enterprise business processes
- Enhanced coordination between business departments and technology teams

ELECTROLUX PROFESSIONAL – Pordenone, Italy

Business Applications Manager / CRM & eCommerce Product Owner

1996 – 2022

- Led global CRM and eCommerce initiatives based on Salesforce platform within an international enterprise environment
- Supported digital operations across more than 20 international subsidiaries
- Managed CRM ecosystem supporting over 540 users globally
- Coordinated international web, CRM and digital teams
- Led analysis, implementation and rollout of enterprise digital solutions for Sales and Marketing operations
- Managed enterprise product configurator development and implementation projects
- Coordinated cross-functional initiatives involving business stakeholders, IT teams and external vendors
- Managed project budgets, planning activities and vendor relationships
- Supported digital transformation programs and business process standardization initiatives
- Oversaw performance monitoring and continuous improvement of digital platforms
- Collaborated with international stakeholders across distributed business environments

Key Achievements:

- Successfully contributed to CRM rollout across global sales organizations
- Delivered large-scale Salesforce and eCommerce initiatives in international environments
- Supported digital transformation and process optimization programs
- Improved collaboration between business functions and technology teams
- Contributed to scalability and adoption of enterprise digital platforms worldwide

TECHNOLOGIES & PLATFORMS

Google Workspace

CRM Platforms (SugarCRM, Salesforce, HubSpot)

Marketing Automation Platforms (Hubspot, Pardot, Marketing Cloud)

Enterprise SaaS Applications

Product Configurators

eCommerce Platforms

Digital Collaboration Tools

Project Management Tools (ClickUp, Monday, Jira, Trello)

AI-driven Solutions

LANGUAGES

Italian – Native

English – Fluent

French – Basic

ADDITIONAL INFORMATION

Work Preference:

International companies | Remote or Hybrid environments

Industries:

Manufacturing | Industrial | B2B | Enterprise Digital Solutions

Areas of Interest:

AI-driven Business Transformation

Digital Innovation

Enterprise Platforms

Automation & Knowledge Management