

Contact

www.linkedin.com/in/enricocasati
(LinkedIn)
www.velasca.com (Company)

Top Skills

CFA Level 1 passed at first attempt
Marketing Strategy
Business Strategy

Languages

Italian (Native or Bilingual)
English (Native or Bilingual)
French (Limited Working)
Mandarin (Elementary)

Enrico Casati

Entrepreneur at Velasca
Milan, Lombardy, Italy

Summary

Focused on building VELASCA, una storia Italiana

Experience

Velasca
Co-Founder
May 2013 - Present (13 years 1 month)
Milan, Italy

At the end of 2012 together with my co-founder Jacopo Sebastio, I embarked on a very ambitious entrepreneurial journey that would end up teaching me most of my professional and personal life lessons.

We started out with the simple idea of wanting to use the web to create a better brand of high-quality man's shoes that would ditch the traditional (and inefficient) distribution channels, focusing only on the direct-to-consumer business model.

In that way we would be able to offer high-quality and aesthetically beautiful products at very competitive prices (less than half than comparable products).

In our minds that was enough to get started and so we jumped into the exciting new venture, leaving our jobs to set up everything from scratch.

From establishing the first relationships with our talented suppliers to brainstorming and executing our marketing strategy, I don't think there is a single job I haven't done in Velasca.

Over the years and past many struggles, we were fortunate enough to be joined by very talented individuals that share our company's values and our mission for the next years ahead.

All in all, considering that we have built a brand from nothing and with limited financial resources, I'm incredibly proud of what we have achieved so far. I can

only look at the future with practical optimism: things will be hard as always, but working well and passionately as we have done so far will greatly increase our chances for success.

The single most important thing that continues to make me proud today is the people (employees, suppliers and customers alike) that gravitate around Velasca. A very diverse but equally inspiring group of individuals that share a great passion for life and for the well-done.

I couldn't ask for more.

Endeavor

Entrepreneur

October 2018 - Present (7 years 8 months)

Milano, Lombardy, Italy

I was selected to be part of the Endeavor Entrepreneurship Program within the October batch from the event in Athens, Greece.

Very happy to be part of such an inspiring group of accomplished and aspiring individuals that are looking to make a positive social impact that goes beyond mere numbers and financial success.

HSBC Private Banking

Business Analyst

August 2011 - October 2012 (1 year 3 months)

Singapore

I had the honour of being hired as part of the Global Graduate Program class of 2011.

The program was designed to select 200 high-performing university graduates from all over the world and to enroll them in a set of different rotations aimed at forming HSBC's future leadership.

I gained significant experience in two very different positions at HSBC.

My first rotation was in London in the Head Office Strategy & Planning Team from September 2011 to March 2012.

While working within the bank, I really had the role of a strategic consultant. My projects ranged from working with my seniors to improve several business units' profitability to working on a draft of the next 5-year strategic plan.

2011 and 2012 were definitely not booming years for the banking sector and that resulted in many projects aimed at reducing costs more than increasing top-line growth. Nevertheless, my professional experience was invaluable as I was able to learn highly technical and quantitative skills and to apply them to an all-round strategic vision.

My second rotation as part of the Graduate Program was in Singapore in the Investment Counselling Team & Funds Team from April 2012 to November 2012.

I went from looking at HSBC as a company to working in the field and having a direct contact with the bank's most valuable customers.

I tried to help the investment professionals as much as I could with analysis and presentations, while learning about personal finance, portfolio management and trading.

Overall, these two job opportunities I had at HSBC have given me great insights at how to run such a complex and diverse global corporation.

Anpai Shanghai

Summer Intern

June 2010 - September 2010 (4 months)

Shanghai City, China

My role as a summer intern at Anpai Shanghai has really been that of a jack of all trades.

The company was the Chinese branch of a successful Italian group focused on the manufacturing of mannequins and display forms. The group as a whole has since then been sold to a US-based competitor, with the Chinese operations being a major decision factor in the M&A deal.

Anpai Shanghai was in its start up phase in 2009, and therefore I was able to get a lot of valuable exposure in all company's operations.

I went from managing a video making project of the set up of the factory to making a financial model to accurately forecast the company's cash flows over the following 6 month period.

Anpai Shanghai has been the first job where I had real, although limited, responsibilities to deliver and execute at high levels.

Personally, I tried to shadow the CEO PierLuigi Giraudi as much as possible.

Being an experienced consultant from Bain, he taught me many practical skills, particularly MS Excel and Visual Basic, and most of all an entrepreneurial mindset with strong analytical foundations.

All in all, it's been a tremendous experience that I value dearly to this day.

Christie's

Summer Intern

August 2006 - September 2006 (2 months)

London, United Kingdom

A year after my first summer internship, I had the pleasure to go back to the Impressionist & Modern Department at Christie's to learn more about the arts business.

Fresh out of high school and just before the start of my Bachelor degree at Bocconi University in Milan, I tried to get involved in as many projects as possible.

From small CRM projects to reorganising folders and documents, I tried to execute at my best while absorbing a few industry's best practices.

Although short, I believe my work experience at Christie's has been very valuable to me as a person and as a professional.

Christie's

Summer Intern

July 2005 - August 2005 (2 months)

London, United Kingdom

As a summer intern in the Impressionist & Modern Department, I tried to learn as much as possible from the experienced professionals at Christie's.

I was 17 at the time and still had a long way to go both professionally and in my business English skills, but I managed to gain a few valuable lessons of the operations required to run a key department of a global auction house.

Christie's is a structured and well run company that allowed me to see how companies operate in their maturity stage, all the while broadening my horizons in the heart of the London business community.

Education

Harvard Business School

Executive Education, Scaling Entrepreneurial Ventures · (2019 - 2019)

Università Bocconi

Master of Science - MS, International Management · (2010 - 2011)

Fudan University

Master of Science - MS, International Management · (2009 - 2010)

Università Bocconi

Bachelor, Management and Business Administration · (2006 - 2009)

University of Denver

Exchange Program, Management and Business Administration · (2008 - 2008)