

ERIKA GHERARDI

Sales Trainer & Training Program Manager

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PROFESSIONAL PROFILE

Sales and product trainer with 10+ years of experience in tech. Currently designing and delivering channel training programs for Apple retail partner staff across Italy, with a focus on product knowledge, consultative selling techniques, and digital tool adoption. I manage the full training cycle from content production and session delivery to performance reporting and team coordination, working with corporate clients, field colleagues, and store staff alike, in Italian and English.

EXPERIENCE

Apple Program Manager & Apple Sales Trainer | **Trade Srl** | Milan | January 2025 – Present

Apple Program Manager — *since January 2026*

- Oversee the operational and strategic coordination of the Apple training program across Italy, acting as the direct point of contact between Trade Srl and Apple.
- Coordinate a trainer team, managing scheduling, upskilling plans, and operational communications across the territory.
- Supervise timelines, budgets, and quality of training activities, ensuring continuous alignment with client objectives and brand guidelines.
- Produce performance reports and analyses to support ongoing program monitoring and continuous improvement.

Apple Sales Trainer — *since January 2025*

- Delivered 250+ training sessions (remote via Webex and in-person) for frontline retail staff across Apple's authorised retail network in Italy, reaching a certified program of approximately 1,000 enrolled sales associates.
- Design and deliver experiential onboarding and upskilling sessions focused on consultative selling, in-depth product knowledge, and customer experience, making sure that tool and process adoption becomes part of participants' daily routine, not a one-off event.
- Develop training formats based on storytelling, live simulations, and active participant engagement, adapted to audiences ranging from 10 to 500 people per session.
- Adapt and localise Apple training materials from English, tailoring globally produced content to the Italian market context; develop original training content in Italian together with the trainer team when needed.
- Manage participant feedback loops and performance indicators to continuously refine session effectiveness and report results to the client.

Chief Editor, Project Manager & Head of Video Production | **Techdream Srl – TechPrincess.it** | Milan | 2018 – 2024

Joined as a founding contributor to build TechPrincess.it into one of Italy's leading tech media companies, growing into editorial leadership, project management, and B2B account management.

- Managed B2B relationships with major technology companies and agencies, from commercial negotiation through to content delivery.
- Communicated complex technology products to diverse audiences in accessible, engaging formats, developing the product literacy that underpins my current training work.
- Led editorial direction, team management, and long-term planning for a publication with 200,000+ YouTube subscribers; planned and produced content across YouTube, Instagram, TikTok, and Facebook.

Medical Case Handler | **Europ Assistance Italia** | Milan | 2013 – 2018

Part-time role alongside the early development of TechPrincess.

- Managed medical assistance cases for travellers in emergency situations abroad, coordinating healthcare providers, hospital admissions, and medical repatriations including air ambulance logistics.
- Developed the ability to stay calm, clear, and solution-focused under genuine time pressure, communicating with distressed clients and international medical teams at the same time.
- Worked in a shift-based team environment that required rigorous case handover and strong cross-team coordination, ensuring continuity of care regardless of who was on shift.

Editor | **AndroidWorld.it** | Florence (remote) | 2010 – 2013

- Tech content production for one of Italy’s leading mobile-focused publications; first professional experience in communicating complex products to general audiences.

SKILLS

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| – Sales Training & Program Management | – Apple Product Ecosystem |
| – Training Content Development & Localisation | – KPI Analysis & Performance Reporting |
| – Partner Onboarding & Digital Adoption | – Project Management |
| – Stakeholder Management | – Public Speaking & Facilitation |
| – Program Coordination & Reporting | – Crisis Communication & Problem-solving |

EDUCATION & CERTIFICATIONS

HarvardX — 2025

Rhetoric: The Art of Persuasive Writing and Public Speaking

Università degli Studi di Milano-Bicocca

Psychology (BSc) | 2006 – 2010

Languages

Italian — Native

English — Advanced (C1), daily professional use

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