

TANIA TENERELLA

INTERNATIONAL SALES, WHOLESALE & BUSINESS DEVELOPMENT MANAGER

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Fashion | Lifestyle | Premium Brands | Wholesale | Marketplaces | Brand Growth



PROFESSIONAL SUMMARY

International sales, wholesale and business development manager with 10+ years of experience driving revenue growth and market expansion across fashion, lifestyle and premium consumer brands. Experienced in managing an €8M+ international revenue scope across 24+ markets and 150+ global accounts, with hands-on leadership of lean commercial teams, agents, distributors and cross-functional partners. Combines commercial decision-making, brand positioning and structured execution to develop markets, improve partner performance and build scalable growth.

SELECTED ACHIEVEMENTS

- €8M+ international revenue scope across 24+ markets and 150+ global accounts.
- Consistent growth track record: +32% YoY at Meller, +5% YoY at The Animals Observatory and +40% revenue growth at La Manso.
- Hands-on leadership experience managing two commercial operations assistants, supervising two interns and coordinating international agents, distributors and cross-functional partners.
- €200K+ in new B2B revenue generated at La Manso and 40K+ units sold through international wholesale channels at Meller.

CORE COMPETENCIES

International Sales Strategy | Wholesale & B2B Business Development | Revenue Growth | Team & Partner Leadership | Agent & Distributor Management | Key Account Management | Market Expansion | Commercial Planning & Forecasting | Pricing Strategy | Go-to-Market Strategy | Sell-in & Sell-through Analysis | Cross-functional Leadership | Marketplace & Omnichannel Growth | Premium Brand Positioning

PROFESSIONAL EXPERIENCE

Business Development & Wholesale Manager | The Animals Observatory

Girona / Barcelona | January 2025 – April 2026

- Held end-to-end commercial decision-making responsibility for international wholesale across 24+ markets, managing an €8M+ revenue scope and 150+ global accounts.
- Defined market priorities, pricing actions, partner strategies and account development plans, delivering +5% YoY growth through commercial optimisation and structured follow-up.
- Directly managed two B2B and B2C operations assistants, setting priorities, coordinating workflows and ensuring effective execution across sales administration and customer operations.
- Led relationships and performance management across international retailers, agents, distributors and digital marketplace partners.
- Coordinated cross-functional commercial execution across wholesale, e-commerce, marketplaces, marketing, customer service and logistics, while leading international showroom strategy in Paris and Seoul.

Sales & Product Manager | Bershka - Inditex

Alicante | 2023 – 2025

- Managed commercial performance and product optimisation across 150 stores in France within a 30-person international sales and product team.
- Delivered +2% YoY growth through data-driven assortment planning, product performance analysis and weekly KPI monitoring.
- Analysed sales, product rotation, stock coverage and store needs to support allocation decisions and improve sell-through.
- Collaborated with HQ merchandising, buying and logistics teams to optimise product availability, pricing execution, stock efficiency and margin protection.

Wholesale Manager – Freelance | La Manso Barcelona | 2022

- Defined and executed the brand's international wholesale strategy, including market positioning, pricing architecture and selective distribution priorities.
- Delivered +40% revenue growth and generated €200K+ in new B2B revenue through strategic key account acquisition.
- Opened commercial opportunities with international retailers and premium concept stores aligned with the brand's positioning.
- Led international collection presentations in Paris, strengthening brand visibility, client acquisition and commercial conversion.

Wholesale Manager | Meller Barcelona | 2020 – 2022

- Independently led international wholesale expansion across Europe, Asia and the Middle East, delivering +32% YoY growth.
- Defined market development priorities and opened new territories through distributor acquisition, strategic account development and channel expansion.
- Supervised and trained two interns, delegating commercial research, client follow-up and sales administration activities.
- Managed end-to-end wholesale operations, including prospecting, order flow, logistics, finance coordination, reporting and customer follow-up.
- Sold 40K+ units through B2B channels, exceeded annual targets by +15% and implemented scalable commercial processes to support international growth.

Retail Expansion | Mango Barcelona | 2018 – 2019

- Supported international retail expansion through new franchise store openings, coordinating operational readiness and brand implementation.
- Trained retail teams on merchandising standards, product presentation, sales performance and KPI monitoring.
- Collaborated with franchise partners and internal teams to improve store profitability and ensure consistency between brand standards and commercial objectives.

ENTREPRENEURIAL BRAND PROJECT

Founder & Brand Director | La Fille Bougie & Music Barcelona | 2024–Present — Independent Entrepreneurial Project

- Created and launched a premium multisensory lifestyle concept combining fragrance, curated music, design and retail experience.
- Led the project end-to-end, from brand positioning, product development and pricing to supplier coordination, e-commerce and go-to-market execution.
- Secured selective B2B distribution across premium concept stores in France and international markets, including Merci, Chandal, Crush and Elevastore at Printemps.
- Built a coherent omnichannel brand ecosystem integrating product, packaging, digital storytelling, curated playlists and in-store customer experience.

ADDITIONAL INFORMATION

- **Languages:** French native | Spanish bilingual | English fluent | Catalan basic
- **Tools:** Excel | SAP | Shopify | JOOR | Klaviyo | Asana | CRM | Sales reporting | Commercial dashboards | AI tools for market research, reporting and workflow optimisation

EDUCATION

BTS Fashion Textile & Environment Design - Ste Catherine School, Le Mans, France | 2008
Art History - Musée du Louvre, Paris, France | 2010