



2008-2010 Progea International Ltd. Lugano, Switzerland

International Business Developer (automation software producer, 40 empl., turnover 8MIL€)

I was in charge of further developing and managing worldwide sales for Progea, Italian software producer company specialized in SCADA application.

This activity implies:

- The start-up of the new branch in Lugano, starting new subsidiaries and distributors.
- Building new professional teams, optimizing the operations for the existing 32 foreign distributors/countries and interacting continuously and strongly with them in all the activity.
- Training, technical support, technical webinar, sales forecasting, promotional, international marketing and communication, conventions and exhibition.
- Technical consulting, application development, technical evangelist for Movicon SCADA system.

2005-2008 Caterpillar Group Milano, Italy

Business Developer Manager (lift truck dealer, 350 employees, turnover 90MIL€)

Reporting directly to the General Manager, I was in charge of business development working in close contact with other Managers.

- Market, competition and geomarketing analyses, which resulted in the improvement of commercial coverage and efficiency.
- Business development with targeted actions for strengthening the offer of services network.

1996-2005 Schneider Electric S.p.A. Torino, Italy

Marketing Manager (automation sector, turnover 500MIL€ in Italy, 2,300 empl.)

I was in charge of Marketing Development for electronic automation products, including: SCADA and PC based software, PLC, industrial PC, remote I/O and networks with a total turnover of over € 20 million.

- Product marketing plans, competition analyses, price definition, promotions, exhibitions, events.
- Launch of new products, definition of sales budget and communication plans, creation of commercial documents (catalogues, brochures, advertising campaigns).
- Training of sales network (approximately 300 salesmen) on new products and direct support with major clients, speaker at dozens of technical conferences.
- I was in charge of training (salesmen, product manager) also in communication skills and public speaking.

1990-1995 Schneider Electric S.p.A. Torino, Italy

Tech & Software Engineer (automation sector, turnover 500MIL€ in Italy, 2,300 empl.)

Software Engineer for SCADA systems of Schneider Electric

- I provided technical support on SCADA supervision software and networks, and joined the sales network at the pre/after-sales stage and for technical intervention at clients' premises.
- Technical trainer.
- Development of SCADA applications, integration with new specific functionality using C/C++ language.

1987-1990 Comau S.p.A. Torino, Italy

Software Developer (industrial automation, 11.000 empl., 1.120MIL€ turnover)

I worked with a team on the development of a new SCADA system for control and monitoring automated plant for Fiat Auto (SCADA based on Digital MicroVAX system).