

LORENA SCAGLIOTTI

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PROFESSIONAL EXPERIENCES

- **2020 November – current – c/o Elettronica Centro Italia** (Colonnella TE) *International Sales Engineer*
Electronic partner company that assembles pcba, developed the project <https://ec-italia.it/sano3/> who begged me to help them to sell
- 47 empl., 7 mil € turnover
- RESULTS ACHIEVED:
 - **I am creating important synergies with two of my other clients: Medison Impianti (plants redevelopment with eco-bonus / superbonus) and Dham (biodecontamination machinery) and CIA H.K. (pcb manufacturer + TraktAll)**
- **2019 August – 2020 April – c/o IMD Generators S.r.l.** (Grassobbio) *Service Administrative Coordinator*
Biotechnology OEM company leading manufacturer of X-ray generators
- 30 empl. and 8 mil € turnover
- RESULTS ACHIEVED:
 - **After only 5 months in the role, sales of not ordered repairs since 2 years and identification of commercial management problems - translation of the Quality Manual for Philips internal Audits**
- **2018 September – 2019 August - c/o Merquy S.r.l.** (San Giuliano Milanese) *A/M Lombardy + Triveneto + buz development*
Manufacturing company for 40 years of PCB + 2 years of resin-coating machineries . Launch of new products- - 25 empl. and 4 mil € turnover
- RESULTS ACHIEVED:
 - **Identification of a new sales channel with designers and OEMs for assembled electronic boards, new website editing, sale of resin machinery in Eastern Europe in collaboration with Peters DE, research of industrial partners for the "Intelligent Led" Ecolumière with international patent.**
- **2017 January – till now – c/o Techboard Group S.r.l.** (Modena) *A/M Lombardy + Triveneto*
38-year-old manufacturer of PCBs under renovation - 20 empl. and 6 mil € turnover *Sales A/M on 150 customers Lombardy and Triveneto.*
- ACHIEVED GOALS:
 - **The work carried out led to the refreshing of customers who had not been followed for 2 years; recovery of the market position after the deep transformation of the company, that has modified the offer's asset by closing the Italian Production, and Prospect research for the new PCBA division: Electrolux Professional PN, Osram Opto Semi Conductor of Regensburg, interested in simultaneous commercial actions like Open House , 100 customers in the General Lighting sector concerned, recovery of significant turnovers on strategic customers (Cogema, Gefran, Tesla, Telit, Came, Sacchi Elettronica, Relco)**
- **2015 July – 2016 December – by Erredue Prototipi S.r.l.** (Nembro, BG) *Sales & Marketing Director*
Manufacturer since 1996 of prototypes in original thermoplastic material (pre-series) or CNC milling - 21 employees. and 2.5 mil € turnover
Sales manager with primary goal to activate new customers in the German Automotive industry. Optimization of relationships and of the purchase contract management procedures with the Italian Automotive existing Key Account customers. Incrementation of new agents, both Italy and abroad, and institution of legal documentation as well as finalization of an International commercial documentation - Coordination between Technical-Productive Area and Commercial Area in the delivery schedules.
- ACHIEVED GOALS:
 - **The work done has led to the opening of major customers across in various fields like, Elica, Artemide, Fael, Plexiform, Itepa and Picanol and other names in the automotive sector, ITW, GGK, SMIA, Marquardt in Germany and Pininfarina, Same Deutz Fahr, Roncaglia, Rototech, Acerbis, Polini, HPE Coxa, Askoll, Campagnolo, Eurocab, Lochmann, Poltrona Frau in Italy**
 - **Participation to International exhibitions in the Automotive industry in Germany**
 - **Creation of a new trilingual website and PowerPoint set of presentations.**
 - **+ 16% turnover**
- **2013 – 2014 by Intercoll Gluing Technologies S.r.l.** (Trescore B.rio BG) *Sales and Marketing Manager*
Company owning 40 years of manufacturing know-how on applicators and systems for hot melt (as well as cold, PU and silicone glues) in the industrial / Assembly / Packaging field, active only o the domestic Market. *6 employees, 1 mil € turnover*
Role focused on the Internationalization with some marketing initiatives / Search for new commercial strategies
 - a) Reconsolidation of directional customers
 - b) Establishment of a non-existent documentation of Sales & Marketing
 - c) Creation of a network of agents and distributors at a domestic level
 - d) Identification of new Marketing Actions / Entry-Level and product policies
 - e) Connection of new partnerships / business networks / agreements with government agencies
- **2003 – 2013 Independant worker by:**
 - ✚ **2009 – 2013 Lorena Scagliotti** (Torre Boldone, BERGAMO) - support to companies for : internationalization of services and new customers acquisition, structuring of the Marketing documentation, research of new customers, research and education of Distributors / Agents, sales and after sales service networking establishment, loyalty of management customers, participation in trade fairs in Italy and abroad . Markets of interest: Austria, Switzerland, Germany, France.

From 2009 to 2013 in Bergamo: Export A/M in Outsourcing shared on different clients and sectors / multicommitment agent.

ACHIEVEMENTS:

- o **Increase in turnover in the assigned areas which expresses a progressive percentage over the previous result of 55% compared to the company average of 8%;**
- o **Extension of the numbers of customers in the portfolio by 300%.**

Durable Goods SECTOR - Professional coffee machines - drinking water dispensers - Public fountains	SECTOR services and transformation: - ICT services - telephony domain for export - Rapid prototyping	Sector FMCG Fast Moving Consumer Goods (cosmetics and pharmaceuticals) - Skin care and nutritional supplements
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2003 – 2008 3stf S.r.l. (COMO)

For 5 years running my own company in the field PROJECT MANAGEMENT INJECTION MOULDS (3stf Srl in Como).

- **1999-2003 by Imballaggi Invernizzi S.p.A. - Trezzano Rosa (MI)**
 Production Co. For special packaging for the chimica industry – 40 employees and 8 mil € turnover

Commercial Director for domestic and foreign countries

The pushy commercial conduct has allowed to the Company to grow in numbers, in the organization and to improve its own quality assurance. The Italian competitor Sillaro has been ousted and the customer group Dupont in the Netherlands, a big concern embracing 13 exits on the Highway, has chosen us Sulo as supplier nr.1. The managing outputs I could suggest along with the Company literature created, has allowed the new generation of owners to run independently the Company affairs.

- **1997 – 1998 by Cotonificio Zambaiti - Cene (BG)**
 Primary production Co. Of household linen with brand name Happidea – 200 employees and 65 billion Lire turnover

Export Manager

The wide market research developed directly onto Scandinavian countries, Germany, Greece, Cyprus has guided the Company to some strategic choices to expand the foreign sales diametrically opposed to those in which they were persisting, leading them to commercialize exclusively the Brand Name Anne Geddes.

- **1991-1997 by Gewiss SpA - Cenate Sotto (BG)**
 Multinational leading Co. in its field for the production of electric and industrial lighting material – 650 employees and 750 billion Lire turnover

Export Area Manager on Eastern European countries and Centre/North Europe (from 1995 on)

My commercial trust gave me the possibility to become the first and unique sales woman Export Manager in the Company. The learnt working method, originating from the german philosophy of Siemens, is now part of my soul. I started as an Area Assistant and I was involved in:

Commercial Back-Office Responsible (1991-1995)

- o Coordination and control of the back office task force for the management of the commercial orders from all over the world (Far East, Africa, America, Europe);
- o Exhibition booth Responsible and survey coordination of the follow up of the contacts visiting our international exhibitions.

- **1987-1991 by Zerowatt SpA - Alzano Lombardo (BG)**
 Multinational Co. Producing white household appliances – 150 employees and 120 billion Lire turnover

Export Commercial Office employee

- o Input of orders for Overseas countries, overall Africa and Far East;
- o Running independently letter of credits.

- **1985-1987 by P.C.B. S.r.l. - Verdellino (BG)**
 Company producing professional Printed Circuit Boards – 15 employees and 4 billion Lire turnover

Export Sales Correspondent

- o Telephone central operator and Correspondent for the commercial communication with export clients.

Technical Knowledge Foreign languages		Computer
German (fluent)	English (excellent)	Microsoft Windows / Msword / Msexcel / Powerpoint
French (very good)	Chinese (elementary)	Internet Explorer / Skype / Microsoft Outlook with skills for Data Files Management & Synchronize Mobile Phone

School

- o 1985 – High-School Diploma from the Technical Institute for Tourism by “Istituto Tecnico per il Turismo Giacomo Leopardi” (52/60) in Bergamo.

Expectations and Skills

- o Capacity to make oneself understood as quickly as possible by the person one is talking to in spite of whichever level he is belonging to. Empathy, dynamism and enthusiasm, proactive, charisma and leadership skills, autonomy in the objectives' identification and perseverance by pursuing them, involvement as well as giving motivation to the sales task force ability, very good vocation for the team works, singular qualities for analysis as well as timing and method optimizations.
- o The strongly managerial attitude and the natural communication talent both verbal and written, suggest me to promote my commercial skills with a more widely international scope. My ductility encourages contacts towards global markets and the achieved professional career as well as experience, assume to foresee a certain autonomy and responsibility.

Torre Boldone, giovedì 18 marzo 2021

Lorena Scagliotti

