

Antonio Bocelli

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Profile

A determined and analytically minded B2B Business Development Manager with proven commercial judgement; strong strategic capability, leadership and general management experience plus a track record of managing global business units and multi-functional teams involving commodity and capital goods products in the technology sector. Driven by challenge and focused on results, excellent interpersonal and communication skills provide the ability to operate effectively at all levels and across all disciplines including scientific and commercial.

Key Skills:

- Strategic sales management; marketing planning, cross functional project management;
- Analytical, reliable, determined with collaborative style of team management;
- Managing complex business situations and cross cultural collaborations.

Work Experience

SAES Betters S.p.A.

1985 - Present

A strategic supplier of technology innovation for traditional and flat panel display industry.

Business Unit Manager Information Displays Business Area Manager Cathode Ray Tubes

2004 - Present

Promoted to Business Unit Manager responsible for global sales and contract management. Direct management of local resources and functional management of the international sales force to maximize market penetration and profitability for information displays products to major multinational corporations. Develop strategic plans, monitor sales forecasts and budgets, develop and maintain area market intelligence for the development of new products and pricing policies.

Business turnover: €30 - €70 million

Key Achievements:

- Maintained market leadership for company; market share (80% volume, 90% value) against Japanese and Chinese competition;
- Transferred majority of accounts to products manufactured in the group Chinese factory;
- Retained brand leadership in the LCD Backlighting business (share over 50% both in volumes and value) against strong market competition from Chinese, Korean, Japanese and US manufacturers.
- Chief Representative Officer of the Moscow Representative Office (2002 – 2009).

Business Area Manager Vacuum Systems & Devices

1998 - 2003

Responsible for creation and implementation of territory management plan and appropriate supervision to ensure good sales practices are maintained.

Key Achievements:

- Grew Business Area turnover by 8% per annum to 11 million Euro;
- Introduced High Capacity Vacuum Pumps (520,000 Euro in 2003);
- Transferred "Getter Sputtering" technology from CERN (Geneva) with applications in the Particle Accelerator field (first contract worth 280,000 Euro with the Brookhaven national Laboratories USA in 2003);
- Introduced new non-evaporable Getter alloy for the Vacuum Bottle market (2003 turnover: 716,000 Euro).

Product Marketing Manager

1996 - 1997

Responsible for co-coordinating, setting and execution of the long term strategic plans for all product lines. Working with Business Manager to set the product line strategy, market share and revenue goals to ensure consistent cross functional execution.

Key Achievements:

- Transferred to the SAES Pure Gas company in San Luis Obispo (CA) to follow a special project for the development of a special Getter vacuum pump;
- Managed product beta tests with key customers: Intel, IBM, Motorola, Sony and Sanyo.

Vacuum Systems Product Manager January

1990 - 1996

Key Achievements:

- Negotiated contracts for the supply of the Getter pumping products for the vacuum systems of major Particle Accelerator projects in France, Japan and USA (approximate value 1 million Euro each);
- Development of a disposable Getter pump for portable GCMS analysers for Inficon. Turnover: 6 million Euro.

Industrial Applications Product Leader

1986 - 1989

- Promotion and sales activity on the global markets of getter products for static and dynamic vacuum systems.
- Gave guidelines to R&D laboratories
- Managed sales force

Marketing Department

1985 - 1986

Joined the marketing department with a two months training period in the company subsidiary of Colorado Springs; Relocated to the EURATOM laboratory of Culham (UK) and assigned to a project for the development of a special getter pump for a Nuclear Fusion experiment.

Education & Training

1984 Degree in Nuclear Engineering with Politecnico di Milano, Score 95/100;

- Scottwork: Advanced Negotiation Skills. November 2008
- Festo: Negotiation and Conflicts Management. November 2007
- Festo: Business Unit Manager - Training Package. January – June 2005.
- Infor: Business Area Manager - Training package. May - July 1998
- American Management Association: Leadership Skills and Team Development for Technical Professionals. August, 1997

Computer Skills

Windows Operating Systems; Microsoft Office software (Word, Excel, Powerpoint); Web Browsers; Lotus Notes; Hyperion Software for Business Intelligence.

Other Information

Languages:

Italian, mother tongue
English, excellent

Born in Milan, Italy, December 11, 1953

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