



CURRICULUM VITAE

Family name: CONTI
First name: Marco Alessandro
Date and place of birth: 30 April 1967 - Milan -
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CAREER HISTORY

Date:	2019 – Today
Location:	Arese (MI) Italy
Company:	Wika Group For over 75 years, WIKA has been a renowned partner and competent specialist for any task in the field of measurement technology. The WIKA Group, with Head Quarter in Germany, currently over 10,200 employees and 1,2B€ revenue, are dedicated to maintain and improve technology in pressure, temperature, force and level measurement, and also in the fields of flow measurement, calibration and SF ₆ gas solutions.
Description:	Senior Vice President South Europe / Deputy for EMEA India
Duties:	Management, coordination and development of the Southern Europe Region (Subsidiaries / distributors / factories) companies with completely responsibility of the P&L. Structure with 510 employees and a turnover of 200M€ . Deputy of the Executive Board member for EMEA/India. Part of the senior management team of the group and active member on the M&A initiatives.
Date:	2008 – 2019
Location:	Arese (MI) Italy
Company:	Wika Italia Srl - Euromisure SpA – Scandura Srl – Ettore Cella SpA – Sami Instruments – Tecisis Srl- Italian subsidiary of the WIKA GmbH group with HQ in Klingenberg (D) .
Description:	Managing Director
Duties:	Management, coordination and development of the Italian companies with completely responsibility of the P&L. Structure with 220 people and a turnover of around 80M€ (structure composed by external/internal sales, customer service, marketing, administration and finance, technical, laboratory, logistics and included

productive sites / assembling)

- Identify, develop and direct the implementation of business strategy (depending on the situation some criteria may already exist or be established by the organization's owner)
- Plan and direct the organization's activities to achieve stated/agreed targets and standards for financial and trading performance, quality, culture and legislative adherence
- Recruit, select and develop executive team members
- Direct functions and performance via the executive team

Maintain and develop organizational culture, values and reputation in its markets and with all staff, customers, suppliers, partners and regulatory/official bodies

- Reporting to VP Executive board on organization plans and performance.
- Experience on M&A activities driving the project from the first approach, analysis, due diligence and final negotiation. (5 companies acquired during 2012-20119

Date: 2001 – 2008
Location: Milan - Italy
Company: **TDK-LAMBDA srl**
TDK-LAMBDA it's a Japanese group developing and trading power supply AC/DC and DC/DC converters for the industrial market. It's one of the major player world wide and the revenue is closed to € 450 Millions with 4.000 employees around the world. The market focus are OEM and end user in the industrial segment and in particular industrial, factory automation , broadcasting, photovoltaic , medical, automotive, food, gambling, quasi military,.....

Description: **Managing Director / General Manager ('03 to'08)**
Duties: I have had full responsibility of the P&L over of the sales activities, technique and administrative of the local company. I was Belongs to the European board and he report to the EMEA president. The Italian company , with a sales of around € 10Milioni use further of a structure of 20 employees and with help of agents, reps and distributors.
For about 6 months I was in charge at interim of the analysis and therefore of the restructuring the distributive channel to European level (EU Distribution Director)

Major achievements: I personally managed the transfer of the LAMBDA branch from the group Invensys with success, founding so the NewCo Lambda srl and managing the star-up of the local entity under the fiscal profile, social and labor organs , and the organization. I developed the commercial structure, technique and administrative through the increase of the organic (from 4 to 20 people) taking the total responsibility of it. Following the sales of the company firm to the group TDK, I followed the "due diligences" and at the end I have been confirmed in the role. I have applied and developed a program of team building that has allowed the obtainment of excellent results in commercial and financial terms (+48% sales in 3 years and doubling of the OPBIT)

Description: **Sales & Marketing Director ('01 to '03)**
Duties: I have participated in the merging between Lambda Electronic srl and Borri Srl to give life to Invensys Power Systems SPA, company of 140 employees and a revenue of € 30 Million, developing the integration activity among the two realities. Reporting to the managing director, I have been charge of to develop the structure and the sales via the industrial channel (power supply) and into the telecom segment , interacting with the most greater national TLC players. For this last activity, gives the strategy of the role, I was personally reporting with the top management of the TLC groups.

Major achievements: Important successes have been reached again in the acquisition of new important customers and in the business development that has contributed further strongly to the increase of the share on the market and to improve the company profitability. In the Telecom market , in few months, I have reached the target to have standardized the Lambda products into the major telecom providers players

Date: 1991-2001
Company: **ifm electronic**
Ifm electronic is a multinational German company , leader on the sensors market for factory automation. With a global revenue of € 400 Millions and a structure with more than 3000 employees , ifm electronic is a market leader for proximity and capacitive switch, photocell and vision systems; besides they have a complete full range for the process (pressure , temperature, flow and level switches).They are focusing in the factory automation, automotive, packaging, food, oil & gas, machine tools and others. The customers are split between OEM and end users.

Location: Chambéry -France
Description: **South Europe sales Director ad interim Country Manager Italy ('98 to'01)**
Duties: I Developed and managed the sales activities of the south-European branches (Milan-Paris-Barcelona-Oporto) participating personally in the management of some key accounts (Ford). The structures , composed by sales Manager, area manager, salesman, key account manager, telesales, and commercial assistants it boasts a team of around 140 employees for a billing of € 30 Million.
I brought to the Managing Director south Europe.
Major achievements: I have developed and coordinated the international network with success bringing organizational structural changes to allow a greater effectiveness near to the customers, besides the defined objectives on sales and profit have broadly been reached. A particular attention has been focused to a international team building that has allowed to reach a very favorable climate to the success of team.

Location: Milan -Italy-
Description: **Country Manager Italy ('93 to '98)**
Duties: I have been the pioneer of the Start up of the firm in Italy with full responsibility of the P&L (legal / fiscal and operational opening). Definition and place in action of the strategies for the Italian branch through developing the structure, commercial and marketing actions, development of the direct and indirect sales channels with the personal involvement on key account management. I was part of the EU board and report to the south Europe managing director.
Major achievements: After the start up with excellent results, the branch is developing with exponential performances becoming for functionality and efficiency one of the group reference. The efforts and the perseverance I have achieved excellent results on sales, profit and personnel retention. Important and efficient has been the team building program that in the time has contributed to the stability and motivation of the team. The organization , after 7 years counts a structure of 20 employees and a revenue of around € 5 million.

Location: Chambéry -France-
Description: **Technical sales engineer ('91 to '93)**
Duties: 2 year training in France like area manager for 2 departments (Savoie/Haut Savoie)
Major achievements: The trial and development of the competences period I have allowed to acquire a solid experience in the sales technique of the products , besides the development of the competences in business and professional circle. At the end of the period, with ample success, the confirmation has happened with the charge of the opening of the new Italian branch.

Date	1989-1993
Location:	Milan –Italy Beijing / Quindao China
Company:	Pirelli Pneumatici
Description:	Know-how employee – Sales engineer -
Duties:	I develops and prepared the contractual documentation for the sale of machinery and plant toward emergent countries (China, Egypt),I have participates in the preliminary liaison meeting and definitive bargaining with the final customer personally answering of corollary negotiations of the principal main contract . I brought to the chief Division “vendita impianti e macchinario”
Major achievements:	In mission for about 18 months in two start-up plants in China (Beijing and Quindao) where it acquires experience of negotiation, planning and contractual revision. He defines and he locally signs an accord that it allows to bring an extra profit to the group.

LANGUAGE SKILLS: Fluent English & French , Basic Spanish.

EDUCATION:

1986 Industrial Chemical & Chemistry graduate X° ITIS Marie Curie Milan
1989 University of Milan –Geology – 3 Y
1991 Sales approach (Cegos -Paris-)
1992 Sales Management (Cegos -Paris-)
1992 Marketing (University of Chambéry- France-)
1995 HR Management (Sc School of Palo Alto -Milan-)
1996 Transactional Analysis - PNL (School of Palo Alto -Milan-)
1997 Key Account Management/Public speaking (School of Palo Alto -Milan-)
1996-1999 Team building (School of Palo Alto –Milan- 3Y)
2003 Strategic Selling (Miller Heimann UK)
2003 Cost Accounting and Financial Accounting (Start consulting Doc. Bocconi SDA)
2004 Time Management (CMFT)
2005 Strategy of enterprise (B&B Partners London UK)
2005 Strategy development and Balance scorecard (CFMT)
2006 Executive Master – Company Management- (CFMT)
2015 Dale Carnegie Leadership excellence
2020 2leadership Navigation
2020 Value proposition
2020/2021 2leadership executive personal coaching program

Herewith, I authorize the processing of personal data contained in my Curriculum Vitae based on art. 13 GDPR 679/16. I authorize the processing of my personal data pursuant to Legislative Decree 101/2018 and art. 13 GDPR (EU Regulation 2016/679) for the purposes of personnel research and selection