

Andrea Cremoncini

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PROFILE:

Leading expert in Sales and Marketing activities, with a strong technical background. Fluent in English, and with a considerable experience gained in International relations, he has also matured a strong familiarity with planning and managing of innovation and production processes, and with marketing and promotion of brand new products on high-tech innovative markets.

OCCUPATION:

**Oct. 1993 ÷ present: I.S.E. Ingegneria dei Sistemi Elettronici s.r.l. – Vecchiano (PI) - ITALY
Sales & Marketing Manager**

He is partner and member of the board of a small venture working in design and manufacturing of real time electronic systems for custom applications. He was among the founders of the Business in year 1993, together with four other professionals, and owns 20% of the company share.

He was since the beginning in charge of Sales, Marketing and Business Development activities.

Main duties: Planning and Accomplishing of Marketing activities, Scouting and Prospect Identification, Preparation and negotiation of Business Proposals and Plans, Presentation and Promotion of New Products, International Trade Exhibitions, Development of new Business Relationships, Innovation Management.

Main achievements:

- During the first five years of the company operation he achieved the growth of company sales of more than 400%, managing the creation of new business relationships
- In year 1995-96 he managed the attainment of the first large contract in the railway field (with Breda Costruzioni Ferroviarie), for an amount in excess of 3 billion Italian Lira (1,5 million Euro)
- In year 2002, he drove the acquisition of the most important supply contract at an International level, for an amount in excess of 4,5 Million US Dollars (with ALSTOM USA)
- He has managed the preparation of proposals and conduction of financed R&D Projects, interfacing public funding agencies, for an overall amount of funding in excess of 3 million Euro. Such activities originated several innovative high-tech new products, that were marketed at an International level
- From year 2009 on, he lead the promotion of an innovative Fire Protection System for Rolling Stock, promptly achieving large visibility among existing players at an International level
- He is also the Quality and Safety manager of the company, and he drove the process for qualification and certification of the Quality System in accordance to UNI EN ISO 9001 and IRIS standards.

**Agust 2007 to December 2010: Imaging Systems Europe s.r.l. – Vecchiano (PISA) - ITALY
Managing Director**

Imaging Systems Europe was a NEWCO founded by ISE Ingegneria dei Sistemi Elettronici s.r.l. to carry out the manufacturing, commercialization and further development of an innovative small animal PET scanner, industrialized after collaborations with University of Pisa and Consorzio Ferrara Ricerche.

He was in charge of marketing the product worldwide and installed it in Italy, Europe and Saudi Arabia.

Despite the product was later abandoned due to the market entry of much larger companies (GE and Siemens among the others), this product kept a dominant position in the Italian market for several years after the start of its commercialization (*libro bianco della Medicina Nucleare Italiana, anno 2006*)

**Oct. 2000 to november 2012: Consorzio “Celsius”, Scuola Sup. S. Anna, Univ. di Pisa
Contract Teacher**

In connection with his significant experience in development and market positioning of innovative products, he was conducting for several years educational/training activities for graduate students, on the matters of Innovation, Business Planning, and Management of the Innovation Process within Industrial Organizations

**October 1987 to Dec. 1993: IDS Ingegneria dei Sistemi S.p.A. – Pisa (PI) - ITALY
Marketing Specialist**

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He started with technical activities in the field of computational electromagnetic, and was subsequently in charge of promoting contacts and relationships with new Customers and Businesses.

Main Duties: Management of Customer Relationships, Business Development, Preparation of Business Proposals, Plans and proposals for in-house publicly funded R&D Projects and Activities, Quality Planning

Main Achievements: Among the others, in the 1990s he started business relationships with the European Space Agency (ESA) and the Italian Space Agency (ASI) and, few years later, he was the local organizer of the International "ESA-ASI Congress on EMC and Computational Electromagnetics" (Pisa, October 1993).

He managed the set up and certification of the Company Quality System according to the NATO AQAP-1 and AQAP-13 standards.

Sept. 1990 to Dec. 1992: Consorzio CSEI

(Consorzio per le Sperimentazioni di Elettromagnetismo Applicato ed Imaging) - Director

He was in this position on behalf of the company IDS, where he was working at that time. The Consortium was joining five small enterprises of the Tuscan area, with the aim to promote and coordinate joint R&D activities toward financing entities, and services for customers taking benefit of joint Activities of the affiliated companies. He was responsible for financial accounting, promotion, and coordination with associates.

July 1986 to Oct. 1987: Italian Army – Cremona (CR) - ITALY

Tactical Control Officer

After initial training in Sabaudia (Latina) he was employed as a Tactical Control Officer (TCO) in the Italian Army Anti-Aircraft Hawk Battalion in Cremona. As such, he was in charge of operating Hawk Battery systems and equipment, and gained experience on practical use of complex defense systems on the field. Later, he was for three months the commander of the Service Department in Cremona. In this position, he managed resources of the barracks, including a staff of 170 soldiers and non-commissioned officers.

Dec. 1985 to June 1986: ISS Industria Strumentazioni Scientifiche S.r.l. – La Spezia - ITALY **Sales and Field Product Specialist**

The main product of this company was a multifrequency and phase and modulation fluorometer for scientific applications. He was in charge of supporting contact with new customers and follow-up with preparation of Business Proposals. His duties included product configuration and installation at Customer's site, and contribution to product improvement by providing feedback from users to product technicians.

EDUCATION

November 1999 and July 2012 - CSQ & LRQA Training - Internal Auditor for ISO 9001 and IRIS Quality Systems

May to October 2000 - Scuola Superiore S. Anna – Pisa – Piano Link, Progetto P6

Advanced course for Managers of the Innovation Process

October 1988 to October 1985 – Università di Pisa (Italy) – Department of Physics

Master of Science, Physics - degree: 110/110 "cum laude"

Experimental Doctoral Thesis work undertaken at "Consiglio Nazionale delle Ricerche" – Institute of Atomic and Molecular Physics on "*Fluorescence studies of collisional processes excited by laser in alkali vapors*"

October 1987 to June 1980 – Liceo Scientifico Statale "T. Parentucelli" – Sarzana (SP)

LANGUAGE SKILLS:

Italian Mother tongue. Fluent in English reading, writing and speaking. Basic understanding of French and Spanish.

RELATIONAL ABILITIES:

I have a strong predisposition to communicate, and my career has led me to gain experience in complex projects, where interaction among different actors having complementary capabilities and cultures are necessary. My own varied background and interests in many disciplines, together with my attitude for interpersonal relationships, have made me confident in contacting new prospects and starting new business relationships. Thanks to a good technical background, I can successfully manage negotiations that require the reconciliation of different approaches to common problems. I can effectively face unusual situations in new and unfamiliar environments.

I hereby authorize processing of my personal data in accordance to D.L. 196 dated June 30th, 2003 and s.m.

