

**LORENA SCAGLIOTTI**

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Link [http://www.lorenascagliotti.com/referenze\\_2.html](http://www.lorenascagliotti.com/referenze_2.html)**PROFESSIONAL EXPERIENCES**

- **2022 January – current** - at **HT Solutions Srl (Medolago BG)** *Expert seller specialized in the Automotive sector*  
MANUFACTURER OF SERIES PLASTIC INJECTION MOLDS, DIE CASTING, MECHANICAL MACHINING, MARKETING OF CUTTERS - 15 empl. 2 mil € turnover  
at **Pradella Sistemi (Casnigo BG)** *Consultant (P.A., Large Italian Companies + Export)*  
CHARGE POINTS LIGHT MOBILITY & CHARGING INFRASTRUCTURES FOR SMART CITIES WITH INTEGRATED, REMOTE CONTROLLED CARDIO SERVICES, IOT 4.0 INDUSTRY
- **2020 November – 2021 November** – at **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** – at **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** - at **Mercury S.r.l.** (San Giuliano Milanese MI) *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" Ecolumiè with international patent.
- **2017 January – till now** – at **Techboard Group S.r.l.** (Modena) *Sales A/M on 150 customers Lombardy and Triveneto*  
38-year-old manufacturer of PCBs under renovation - 20 empl. and 6 mil € turnover  
  
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 at 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** – at **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 proceedings 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, Itema 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** at **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 at:

- ✦ **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 / multi commitment agent.

**ACHIEVEMENTS:**

- **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%;**
- **Extension of the numbers of customers in the portfolio at 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 at Imballaggi Invernizzi S.p.A.** - Trezzano Rosa (MI)  
Production Co. For special packaging for the chemical 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 undermined and the customer group Dupont in the Netherlands, a big concern embracing 13 exits on the Highway, has chosen us versus 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 at Cottonificio 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 at 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)

- 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);
- Exhibition booth Responsible and survey coordination of the follow up of the contacts visiting our international exhibitions.

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

**Export Commercial Office employee**

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

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

**Export Sales Correspondent**

- 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**

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

**Expectations and Skills**

- Capacity to make oneself understood as quickly as possible at 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 at 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.
- 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.



Your Personal Coach in Sales  
I Can Spread Your Business  
Through Simply Contacts

## References

Torre Boldone, giovedì 15 settembre 2022

Lorena Scagliotti