



ANDREA TREVISI

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## PROFESSIONAL SUMMARY

Results-driven Sales and Export Manager with over 20 years of experience in multinational environments across Europe and Asia. Proven track record of increasing B2B sales, developing new markets, and managing key accounts in the printing industry. Skilled in cross-cultural communication and negotiations, with a history of successful business development in diverse international markets.

## SKILLS

### **Sales & Business Development**

Business Development, Lead Qualification, Contract Negotiation, Sales Forecasting, New Account Development, Customer Retention.

### **Leadership & Management**

Performance Monitoring, Budget Management, Conflict Resolution, Operations Management, Time Management.

### **Market Analysis & Strategy**

Market Research, Competitor Analysis, Customer Trend Analysis, Market Trend Analysis, Sales Reporting.

### **Technical & Industry Knowledge**

Product Knowledge (Printing Industry), Brand Marketing, Brand Development.

## EXPERIENCE

### **Area Sales Manager**

June 2023 - Current

#### **Continental AG (ContiTech Surface Solutions) | Singapore**

- Leading B2B sales and Key Account management across Southeast Asia (SEA)
- Drive sales growth through distributors and end-users, focusing on new business development.
- Manage physical and financial claims, overseeing marketing and sales strategies for the region.
- Product portfolio: Offset Printing Blankets (Brands: Vulcan, Rollin, Printec, Sava, Conti-Air, Phoenix, Conti Laserline)

### **Area Sales Manager**

January 2015 - May 2023

#### **Trelleborg Singapore Pte Ltd (Part of Trelleborg AB Group) | Singapore**

- Led business development initiatives across 11 Southeast Asian countries.
- Increased regional sales by 60% through strategic management of distributors and key accounts.
- Handled customer claims and developed comprehensive marketing strategies.
- Product focus: Offset Printing Blankets.

### **Export Manager EMEA**

#### **IPAGSA Technologies S.L.U (part Of Agfa-Gevaert N.V.) | Barcelona, Spain**

July 2009 - December 2014

- Drove business expansion across the African continent, focusing on B2B and key account sales.
- Managed direct sales (B2C) for the UK & German markets.
- Developed and implemented marketing and sales strategies for diverse markets.
- Product specialization: Offset Printing Plates.

**Commercial Operations Coordinator**

November 2006 - November 2008

**HEWLETT-PACKARD ESPAÑOLA S.L. (HP) | Barcelona, Spain**

- Coordinated HP Commercial Operation department, ensuring full compliance with Service Level Agreements.
- Optimized open order backlog and managed vendor debit reconciliation.
- Oversaw purchasing, sales, marketing, and customer account operations.
- Product range: Desktop PCs, Laptops, and related services.

**Commercial Operations Specialist**

November 2004 - October 2006

**HEWLETT-PACKARD ESPAÑOLA S.L. (HP) | Barcelona**

- Managed commercial activities for major Italian wholesalers, including pre-sales, order entry, and post-sales support.
- Handled order backlog management, escalations, and claims resolution.
- Product focus: Desktop PCs, Laptops, and related services.

**EDUCATION****Postgraduate Diploma Artificial Intelligence – started in 2024 (completion expected in 2026, May)**University of Essex (Colchester – UK)**Bachelor of Arts - International Business Management & Marketing**University of Essex (Colchester – UK)**High School Diploma**Collegio Arcivescovile Ballerini, Seregno, Milan (Italy)**WEBSITE, PORTFOLIO AND PROFILES**

- <https://www.linkedin.com/in/andrea-trevisi-/> (LinkedIn profile)
- <https://atrevisi7521.github.io/index.html> (E-portfolio)

**LANGUAGE****Italian** Proficient (C2)**English** Proficient (C2)**Spanish** Proficient (C2)**Catalan** Intermediate (B1)