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|  | Aldo Fumi  Piacenza, Italy ▪ +39.334.6874466  al.fu@libero.it ▪ www.linkedin.com/in/aldo-fumi-844600b  Personal Details:  Piacenza ▪ Italy  Male ▪ Married | *C:\Users\PhotonUser\Documents\Downloads\0.jpg* |

Marketing Director

*Product Marketing / Product Management / Solutions Marketing*

*Strategic Alliances / Business Development / Competitor Evaluation*

Results-oriented and accomplished professional, offering in-depth knowledge and progressive experience in sales and marketing, strategic planning and business development. Well-organized with adeptness in setting priorities and meeting criical deadlines amidst fast-paced and fiercely competitive global environments. Specialize in successfully bringing new products to market and ramping up sales channels. Ability to translate complex technical solutions into customer-based value propositions.

Adapt at product development, distribution, advertising, planning, market research, managing marketing materials creation, maintaining a good relationship with the company's stakeholders and creating product literature.

Areas of Expertise:

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| --- | --- |
| * Marketing Strategies Development * Product Development & Roadmap Strategy * Global Team & Project Management * Strategic Planning * Regulatory Compliance | * Pre-sales Support * Market Research & Competitive Analysis * Training & Development * Business & Technical Partnerships * Continuous Process Improvement |

Professional Experience

VORTICE ELETTROSOCIALI SPA

**Marketing Director**  (2014 to Present)

*Provide strategic marketing direction for new product development, upgrades and launches. Develop pre-sales marketing objectives, maintaining a thorough knowledge of Sales priorities and objectives as the driving force for marketing activities.*

Oversee development and production of product literature, promotional, and collateral materials for future and existing products required to support sales and key marketing messages. Provide market analysis for identifying growth opportunities, emerging needs, trends, regulatory requirements, and technologies to drive product positioning and merchandising strategies. Represent company products in technical committees of Industry Associations. Monitor competition to identify product need gaps and opportunities; develop and execute action plans to improve performance when needed. Create marketing plans with associated marketing deliverables including forecast, sales collateral, advertising, and overall pricing strategy. Deliver effective technical training regarding new product features to company’s sale team. Travel to Vortice branches in UK, Spain, China, South America and company’s main customers all over the world.

***Selected Contributions:***

* Pioneered the creation of Strategic Marketing office for VORTICE, in 2014.
* Lead a team of four employees, effectively dividing responsibilities of creating marketing strategies, following trends, regulatory compliance, and competitor monitoring.

**Technical Director**  (2005 to 2013)

*Anticipated new product requirements and independently provided solutions for complex problems and issues, recommending upgrades, enhancements, priorities, and strategic technology directions based on independent research, consultation, and analysis.*

Oversaw an R&D team, ensuring timely completion of project goals and deadlines; developed and adapted policies and processes for R&D group. Ensured quality infrastructure complied with all regulatory requirements and ISO:9001 standards. Worked in conjunction with engineering on new product development and existing product upgrades. Interfaced with production, systems, and tools to address technical issues in these overlapping areas; executed immediate response & resolution path when required. Took frequent trips to China, as member of Strategic Purchasing Working Group, to liaise with foreign partners for identifying and validating new suppliers, defining compliance requirements, and drafting inspection procedures.

***Selected Contributions:***

* Led the overall development and marketing of VORT PROMETEO HR400 – first residential heat recovery unit from VORTICE, guaranteeing the company a solid ranking on the residential ventilation market.
* Actively participated in negotiations leading to contracts with customers from Italy, UK, France, and Germany, setting mutually beneficial targets.
* Identified potential funding sources for revenue generation, partnering with suppliers from Germany and China for target achievement.

*Additional experience as* ***CAD/CAE Manager*** *at* ***CIFA SpA****, as* ***AE******Manager****,* ***CAD/CAM****, and* ***FEM SW*** *at* ***Parametric Technology Italia Srl****, and as* ***Project Manager*** *at* ***Spring SpA****.*

Education and Credentials

**Master in Mechanical Engineering** • Politecnico – Milan, Italy

*Thesis title: "An artificial intelligence expert system for mechanical process planning”*

**Language Proficiency: Italian:** *Native* **| English:** *Fluent*

Professional Trainings

“Marketing Excellence”, SDA Bocconi, 2017 **|** “Business Marketing”, SDA Bocconi, 2015 **|** “Tools for strategic analysis of competition - Competitive Intelligence", SDA Bocconi, 2014 **|** “Marketing”, SDA Bocconi, 2013 **|** “Speech in public”, Adexia, 2012 **|** “Trading”, Athena, 2011 **|** “Team building and management of meetings”, Adexia, 2011 **|** “Leadership and the role of the head”, Athena, 2008 **|** “Value analysis and design to cost”, Cegos, 2007 **|** “Advanced techniques of decision analysis to evaluate project risks”, IIR, 2005 **|** “The development of new products according ISO7TS and QS9000”, GALGANO & Associati, 2003 **|** “The manager as a coach”, ISTUD, 2000

**Military Service:**

October 1988 to December 1989 as *Lieutenant of the Army Technical Corp*.