

Curriculum Vitae

Patricia Natalie Diana Murgano
Born in Germany, 22 Oct. 1970
Italian nationality
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Short profile

I spent the first 8 years in Marketing and **Marketing Communication**, 7 years in the **Sales Area Management and Key Account Management**.

I started working on a regular basis in 1996, soon after the post-degree Master, as Marketing Communication Assistant for an Italian ICT Company (Business systems products).

Within one year I became Marketing Communication Manager in the same Company.

I spent the next 5 years in Marketing Depts. with other Companies (SAP Var, Automation and MES/EMI Software companies), handling both national and international responsibilities.

Eventually in 2003 I asked and was given the chance to start a new personal/professional activity in the Sales Dept. as a Sales Area Manager for Northern-Italy.

After five years of sales management experience and a proven ability of successful sales and business development, consistently achieving significant year-by-year sales targets and growth, I dare say I built a strong Marketing and Sales attitude and understanding of the mechanisms of selling and negotiating.

The results I'd been able to bring to my Companies are mostly based on two beliefs:

- Self-training and developing with enthusiasm and curiosity
- Motivating other colleagues to provide higher and continued level of customer service.

Believing that good team leadership and a hands-on approach to management create a better-quality, long-term business hence profits.

Personal characteristics that help me in my everyday activities: thoroughness, openness, devotion, courage, intelligence, passion, ability to listen and patience.

Areas of Expertise

- Sales Area Management
- Key Account Management
- Business development
- Negotiation
- B2B Marketing and promotion
- Brand imaging
- Communication
- Market scouting
- Budgeting
- Planning
- Team building - leadership
- Presentation skills

Education

University of Genoa (Italy)	Degree in Political Sciences	1989-1995	110/110 Magna cum Laude
Sogea School of Business Genoa	Master <i>post-lauream</i> in Marketing Communication	1995-1996	Highest rates

Professional Experience and Significant Achievements

Company: Wonderware Italia SpA a Business Unit of Invensys Plc

Key Account Manager	Management of some strategic accounts such as: TERNA, FIAT, ENEL, ENI, RFI, FERRERO	2008 - ONGOING
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Sales Area Manager Liguria- Piedmont-Val D'Aosta	Management of the sales activities: Tasks: 50% develop the existing customer base; 50% create new customers	2005 - ONGOING
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Sales Area Manager South Piedmont, Emilia Romagna, Tuscany and Liguria	Same as above	2004 -2006
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Responsible for all of the activities directly and indirectly connected to the sales process.

Among other things:

- Exploiting the relationships with the captive market
- Creating new customers
- Address issues related to competitors, sales policies, technical matters...
- Preparing the documentation and the bureaucratic materials needed in any step of the negotiation
- Preparing the budget in accordance with the Company's goals and the strategies of the Sales Director
- Reporting and forecasting on a monthly/quarterly base
- Creating and maintaining an opportunities pipeline on the official CRM (salesforce.com)
- Coordinating the technical and marketing activities on the area, which includes the mktg/communication plan in the area
- Collaborating in the creation of Case Histories and reference lists
- Creating workshops, seminars, trainings, *ad-hoc* consultancy services in order to increase and establish a clearer idea of the Company and the solutions
- Managing the promotional activities with the Partners network (System Integrators)
- Collaborating with the Marketing Manager in the creation of the General Mktg Plan
- Market research and analysis to exploit new chances in vertical markets/areas of interest not shown in the Corporate strategies
- Continuous interfacing with the Top Management to avoid lack of communication, and to eliminate rigidity and overwhelm traditional, inflexible, approaches.

Company: Wonderware Italia SpA a Business Unit of Invensys Plc
located in Gallarate (VA)

**Marketing Communication
Manager**

2000-2004

- Managing the Marcomm activities, including the creation, localization and translation of:
 - Brochures,
 - Company profile,
 - Corporate/products ppts,
 - Press releases,
 - Events, road shows and fairs
 - Campaigns,
 - Media-relations,
 - PR,
 - Web-site,
 - Lead generation
 - Market analysis
 - Competitive analysis
 - ...

for Italy and for EMEA.

- Coordination with the US HQ, the Emea VP, the Top Management in Italy and the colleagues of other Depts. such as Technical, Consultancy, Sales, Administration
- Actively and directly involved in the realization of events, fairs, Press Conferences,...

- Management of the Emea PR Agency based in UK

Company: Rtt Group SpA

located in Milan

Marketing Manager

1998-2000

- Managing the Marcomm activities, including the creation, localization and translation of:
 - Brochures,
 - Company profile,
 - Corporate/products ppts,
 - Press releases,
 - Events, road shows and fairs
 - Campaigns,
 - Media-relations,
 - PR,
 - Web-site,
 - Lead generation
 - Market analysis
 - Competitive analysis

Company: Siemens Orsi Spa

located in Genoa

Marketing Communication Manager

1998

- Managing the Marcomm activities, including the creation, localization and translation of:
 - Brochures,
 - Company profile,
 - Corporate/products ppts,
 - Press releases,
 - Events, road shows and fairs
 - Campaigns,
 - Media-relations,
 - PR,
 - Web-site,
 - Lead generation
 - Market analysis
 - Competitive analysis

Company: Microarea SpA

located in Genoa

Marketing Communication Manager

1996 1998

- Managing the Marcomm activities, including the creation, localization and translation of:
 - Brochures,
 - Company profile,
 - Corporate/products ppts,
 - Press releases,
 - Events, road shows and fairs
 - Campaigns,
 - Media-relations,
 - PR,
 - Web-site,
 - Lead generation
 - Market analysis
 - Competitive analysis

Foreign languages

English	Good both written and spoken
French	I studied it at the University, no problem in reading, I'm able to sustain a simple conversation
German	Few elements

Hobbies

Reading books, travelling, sports practise, arts, foreign languages, dancing