



An experienced Sales & Marketing executive with cross-functional expertise and a proven history of exceeding targets. Substantial international and multicultural experience. Extensive people and business management expertise. Strong track record of success in sales and business development. Able to manage complex situations. Takes the initiative, drives change, has passion for excellence and execution. Comprehensive interpersonal and communication skills. Customer focused, tasks and results driven.

## Personal information

First name / Surname	<b>Federico De Sario</b>		
Address	Corso Tassoni, 19 – 10143 Torino (TO) Italy		
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E-mail	<a href="mailto:Federico.de.sario@gmail.com">Federico.de.sario@gmail.com</a>		
Nationality	Italian		
Date of birth	Torino, 17/07/1957		
Gender	Male		

## Work experience

Dates	August 2006 – today
Name and address of employer	<b>Prima Electro SpA</b> , strada Carignano 48/2, 10024 Moncalieri (TO) Italia
Occupation or position held	<b>Executive Vice President Sales &amp; Marketing (since 2008)</b> <b>Member of the Board of Directors of Prima Electro SpA (since 2006)</b> <b>CEO of Prima Electro North America LLC (since 2011)</b> <b>President and Managing Director of Prima Electro (China) Co. Ltd. (since 2011)</b> <b>Member of the Board of Directors of OSAI UK (since 2009)</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>❖ Manage and lead the Italian Sales &amp; Marketing team</li> <li>❖ As CEO of Prima Electro North America, since the acquisition of the company in 2011, develop the new strategy and business plan for selling laser sources into the open market (mainly in USA and China) and define and implement all needed changes to the organization</li> <li>❖ Create and set up Prima Electro (China), a WOFE in GuangZhou, China, to develop business in China, by targeting Tier 1 customers in the CNC market.</li> <li>❖ Developing a strategic partnership with leading Japanese for the CNC market worldwide (under negotiation).</li> <li>❖ Directly managing a key European account to secure a 15+M€ business in 2014</li> <li>❖ Develop a strategy for the OSAI CNC product family in order to secure its leadership in the wood/stone/glass market segments worldwide.</li> <li>❖ Positioning of the company (<i>vision, mission, value proposition</i>) in order to exploit its potential on the international market</li> </ul>
Type of business or sector	Industrial electronics, Embedded Systems

Dates	2002 – July 2006
Name and address of employer	<b>WIND RIVER SYSTEMS SaRL</b> , 3, av. du Canada, Les Ulis (Paris area) France
Occupation or position held	<b>Region Director, SouthWestern Europe</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>❖ Responsibility of SoutWestern Europe (France, Italy, Spain, Portugal and Greece)</li> <li>❖ Reorganization of the French team</li> <li>❖ The SouthWestern Region, last in results in 2002 was classified first in 2005 for sales results, becoming the best region in Europe</li> <li>❖ Spokesperson for the region</li> <li>❖ Development of many communication initiatives also in cooperation with partners and customers</li> </ul>
Type of business or sector	Device Software Optimization, Embedded Software

  

Dates	1996 – 2002
Name and address of employer	<b>WIND RIVER SYSTEMS Srl</b> , corso Svizzera 185bis Torino / Piazza Don E. Mapelli, Sesto San Giovanni (MI)
Occupation or position held	<b>Region Director, Southern Europe (2002)</b> <b>Region Manager, Southern Europe (2000 – 2001)</b> <b>Country Manager Italy (1995 – 1999)</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>❖ Opening the Italian offices of Wind River (1995)</li> <li>❖ Manage Southern Europe (Italy and Greece)</li> <li>❖ Manage the integration of the Italian team (2001) after the merger of Integrated Systems into Wind River</li> <li>❖ Seven years of results exceeding sales targets, qualified four years in a row for the President's Club</li> <li>❖ Win of the first Infotainment business at Wind River in 1999 (Magneti Marelli), having Magneti Marelli adopting Wind River as their standard development platform.</li> <li>❖ Qualified as “<i>Best performer</i>” worldwide in 2001 (growth of the region of +24%, Southern region was the only one to meet sales goals worldwide)</li> <li>❖ Spokesperson for the company</li> <li>❖ Development of many communication initiatives also in cooperation with partners and customers</li> </ul>
Type of business or sector	Device Software Optimization, Embedded Software

  

Dates	1988 – 1996
Name and address of employer	<b>ERXA</b> , corso Svizzera 185bis, 10149 Torino (Italia)
Occupation or position held	<b>Co-Founder</b> <b>President</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>❖ Start-up of the company in 1988</li> <li>❖ Design and sales of embedded systems (software development services)</li> <li>❖ Distribution of electronic products of the German company IRTV (Hamburg) for the Italian territory</li> <li>❖ Distribution of Wind River products and services for the Italian territory</li> </ul>
Type of business or sector	Design of embedded systems

  

Dates	1986 – 1988
Name and address of employer	<b>DIGITAL EQUIPMENT CORPORATION</b> , corso Svizzera 185, 10149 Torino (Italia)
Occupation or position held	<b>Senior Software Specialist</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>❖ Technical advisory for the area of CIM (Computer Integrated Manufacturing)</li> <li>❖ Project leader and sw developer of FMS (Flexible Manufacturing Systems)</li> <li>❖ Focal Point in Europe for the DNC platform (Direct Numerical Control)</li> </ul>
Type of business or sector	Computers

Dates	1983 – 1986
Name and address of employer	<b>PRIMA PROGETTI SpA</b> , strada Carignano 48/2, 10024 Moncalieri (TO) Italia
Occupation or position held	<b>Project Leader</b> <b>Software Engineer</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>❖ Project Engineer and Project Manager</li> <li>❖ Presentation and publication of the project results at the third worldwide congress of IFAC (International Federation of Automatic Controls), 19-21 April 1989 (“Multivariable Industrial Drying Process Application”)</li> </ul>
Type of business or sector	Industrial Automation
Dates	1980 – 1983
Name and address of employer	<b>COMAU SpA</b> , strada Orbassano, Beinasco (TO) Italia
Occupation or position held	<b>Project Leader</b> <b>Software Engineer</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>❖ Software Engineer and Project leader automatic industrial handling systems</li> <li>❖ Design and implementation of the control software for robots</li> </ul>
Type of business or sector	Industrial Automation
<b>Social/Organizational skills</b>	<ul style="list-style-type: none"> <li>❖ Experienced executive to positively grow a division, create a business unit or lead a company/subsidiary with specific attention to its profitability</li> <li>❖ Strong sense of leading by example, inspiring positive energy into the team and being part of the team with commitment and orientation to problem solving</li> <li>❖ Strong skills to work in an international and multicultural environment, leveraging on the different views and experiences</li> <li>❖ Strong sense of “execution”</li> <li>❖ Expert in consultative selling and negotiation of complex, long-term contracts</li> <li>❖ Impressive track records in acquired sales results and in establishing close relationships and long term cooperation with customers and business partners</li> <li>❖ Passionate about business development</li> <li>❖ Analytical thinker with innate ability to discover new market opportunities</li> <li>❖ Ability to become “trusted advisor” for customers</li> <li>❖ Connected networker creating consistent and ongoing relationships with C-level &amp; VP executives of partners and customers</li> <li>❖ Communicator with strong communication skills</li> </ul>
<b>Technical skills</b>	<ul style="list-style-type: none"> <li>❖ Sales methodologies (e.g. SPIN, TAS, ESP)</li> <li>❖ Review processes and best practices in sales through the adoption of advanced technique and tools (CRM)</li> <li>❖ Strategic Marketing</li> <li>❖ Marketing Communication</li> <li>❖ Negotiation of supply contracts also at international level</li> <li>❖ Design of embedded real-time systems with diverse languages and operating systems</li> <li>❖ Data Flow Diagrams., Petri Nets, Yourdon/De Marco, Ward-Mellor, OOA, OOD</li> <li>❖ Use of PC as a work tool</li> </ul>

## Education and training

Dates	1981
Title of qualification awarded	Qualified for the profession of Engineer (Esame di stato)
Level in national or international classification	160/160
Dates	1975 – 1980
Title of qualification awarded	Dottore in Ingegneria Elettrotecnica
Principal subjects/occupational skills covered	❖ Electrical engineering ❖ Automatic controls
Name and type of organisation providing education and training	Politecnico di Torino
Level in national or international classification	110/110 and honour
Dates	1975
Title of qualification awarded	Maturità Classica
Name and type of organisation providing education and training	Liceo CAVOUR di Torino
Level in national or international classification	54/60

## Languages

Mother tongue(s) Italian

Other language(s)  
Self-assessment

**English**

**French**

Understanding	Speaking	Writing
Excellent	Fluent	Excellent
Excellent	Fluent	Excellent

Other interests ❖ Sport (sailing, skiing), reading (psychology, philosophy, narrative)