

JOE GIUSEPPE SANTANGELO

INTERNATIONAL BUSINESS MANAGER – EXPORT SPECIALIST

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A confident and highly organised **Sales & Marketing Professional** with +20 years of experience in Technical Services to the Energy, Semiconductor and Automation Industry, who has worked within international and multicultural environments. Flexible Leadership style spanning from small & medium sized Companies to large Corporations, successful **Executive Coach** and published **Writer** with a passion for Learning and professional **Sport Competition**. International Business Management MISE Certification (Ministry of Economic Development), achieved in Nov. 2020.

WORK EXPERIENCE

ELES Semiconductor S.p.A. (*Todi/Rome; 37MEuros revenues in Semiconductor Reliability Testing Industry – a Company listed in the Euronext Growth Stock Exchange*)

SALES & MARKETING DIRECTOR 2023 – NOW

- Is responsible for the Company's turnover and represents the Company in negotiations with Directional Clients, worldwide. He manages a Team of 6 sales resources. Discusses employer's and clients' requirements, plans and monitors surveys and analyses of customers' reactions to products; examines and analyses sales figures, advises on and monitors marketing campaigns and promotional activities; controls the recruitment and training of staff; produces and assesses reports and recommendations concerning marketing and sales strategies.

CHIEF MARKETING OFFICER 2022- NOW

- Is in charge of identifying effective marketing solutions to provide the Semiconductor Market with reliable industrial systems and relevant services, enhancing the ELES' brand image to attract the target audience, fulfil the clients' expectations and meet public demands. Is conducting data and statistical analysis to develop ELES brands that would generate more revenue resources for the business. Export is an additional commitment.

AGESVIN Srl (*Rome/Milan. Public Funding and Directional Consultancy FIRM*)

INTERNATIONAL BUSINESS CONSULTANT – 2020-2021

- As a certified International Business Consultant I advise clients on how to make overseas contacts, use exchange currencies and understand various international trade laws in order to make it easier for them to buy and sell goods in the ever growing and increasingly complex international marketplace. In addition to that I define models for internationalization of SME, finalised to both strengthen their export revenues (products/services) and to enter new areas with a direct presence (cooperation agreements, international agency, franchising, Joint Venture Companies, Subsidiaries and Branches), coordinating the process itself with internal resources.

PETROLTECNICA S.p.A. (*Rimini/Milan; 75MEuros Revenues in Environmental Services for Downstream and Midstream O&G*)

INTERNATIONAL SALES & MARKETING DIRECTOR 2012-2020

- Leading International Sales department, 4M Sales, 10 people and local Agencies;
- Regional focus on Turkey, Algeria, Taiwan and Qatar, establishing local JVCs, training and leading local resources;

- Key commercial relationships with end users and contractors including Tockheim, Syndial, GIA Technology, Mepsan AS, DEMECO/Glencora Ltd, WAZEN AS, Yuan Fan, BROS. Ltd, Alghanim Kuwait Group, ODR Iceland Ltd, REFINER Ltd, Bonatti, ABB, Shell, Esso, British Petroleum, Exxon Group, Brega Petroleum CO, PetroChina;
- Developed a Marketing strategy in Pharma & Chemical to reposition the Company in growing and more profitable segments.

ATS Mobility/Parking Solutions S.p.A. (Rome; 6MEuros Revenues in Technical Solutions for Traffic Mobility)

NATIONAL SALES DIRECTOR 2009-2012

- Commercial leader for Italy (4 Agencies and 4 technical resources);
- Supported Business growth and combination with key Swiss Partner ZEAG AG in 2012.

SIEMENS S.p.A. Industrial Solutions & Services (Rome/Milan/Munich; 3,5B Euros Revenues)

NATIONAL SALES DIRECTOR OF PARKING UNIT 2006-2009

- Managed 4MEuros Sales budget per year, with 10 resources including Agents;
- Managed commercial bids from opportunity identification to strategy development, internal approval process and negotiation into successful proposal;
- Led key relations with large Municipality customers in Milan and Rome.

MARKETING & SALES MANAGER for Close Circuit Television Systems 2003-2006

- Developed annual marketing plan for the business unit delivering 30% revenues increase;
- Coordinated all sales channels including Agents and Business Partners.

SALES SPECIALIST Central & Southern Italy for Industrial Solution & Services 2000-2003

- Supported cross selling opportunities for several industrial markets (chemical; O&G; metals & mining; automotive; water). Responsible for commercial training.

EDUCATION & QUALIFICATIONS

- Bachelor of Arts in International Business Management (Nottingham Trent University, 1998, Rome);
- Master in Executive Business Coaching (International Life Learning Academy, 2020, Milan);
- International Business Management MISE Certification (Ministry of Economic Development), 2020;
- Master in Sports Management ENAIP + Scuola dello Sport (CONI), Bari, 1997;

OTHER QUALIFICATIONS

- Lecturer for Bachelor of Arts/Economics and Managerial Engineering Courses @ IAR International Academy of Rome (2016-2019) – ICE/ITA (2021)
- 19 Publications (Management, Essays, Novels, Textbooks);
- Kickboxing: European Champion (1997) and World Champion (2007 – 2017);
- Winner of the International Literary Lifetime Achievement Award (2023).

I hereby authorize the processing of my personal data pursuant to legislative D.196/2003 and GDPR 2016/679.

