

CURRICULUM VITAE

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OBJECTIVE

Director of Sales, VP Sales

SKILLS PROFILE

- >25 years' experience in sales/marketing management
- Strong value selling skills
- Strong Team and Key accounts management skills
- Excellent designs win and growth history
- Excellent communication and presentation skills
- Deep knowledge of Appliance and Industrial Market

EMPLOYMENT HISTORY

Director of Sales Europe, India and SE Asia

2013-current

Power Integrations, Sesto San Giovanni (Milan), Italy

Power Integrations Inc. (NASDAQ:POWI) leading supplier of high-voltage analog integrated circuits (ICs) used in power conversion - >600 employees worldwide, \$350M revenue

Central European territory and team added to previous position. I'm managing a team of 30 between Sales and Field Applications Engineer based in 7 offices (Milan, Munich, Cambridge, Bangalore, New Delhi, Mumbai, Singapore). 6 direct reporting (5 Regional Managers and 1 Sales Assistant).

Key achievements:

- 6th consecutive year of grow for the territory, unique result within the company
- Successfully re-structured distribution network to increase margin and revenue
- Design win in major LCD/TV customer; first high volume design win in company history for LED/TV psu
- 7th consecutive year of grow in Appliance Market, average by 12% YoY
- Increased open pipeline >1.5 time the yearly turnover
- Re-structured High Power business unit distribution channels in ISEA, bringing 30% growth YoY

Director of Sales Southern Europe, India and SE Asia

2011-2012

Power Integrations, Sesto San Giovanni (Milan), Italy

Managing a team of 15 between Sales and Field Applications Engineer based in 4 main offices (Milan, Bangalore, New Delhi and Manila). 4 direct reporting (3 Regional Managers and 1 FAE Leader). Following 6 key accounts in the following markets: Major Appliances, Satellite STB, Energy Meters and LED/TV. Maintaining high level contact with distribution channels defining strategies and needs for fast growth.

Key achievements:

- Successfully converted in design wins 2 out of 4 major Cell phone charger customers in India
- Grow by 3 times the LED lighting revenue and won >130 designs in that market in 1 year time
- First worldwide design win in OW Stand-by application – Major Appliance market
- Design wins in 2011: 284 and \$2.4M shipped in the year
- Design wins in 2012: 371 and \$5.2M shipped in the year

CURRICULUM VITAE

Sr. Regional Sales Manager Southern Europe

2009-2011

Power Integrations, Bresso (Milan), Italy

Managing a team of 5 between Sales and Field Applications Engineer based in 2 offices (Milan and Farnham in the UK), all direct reporting. Directly following 10 key accounts in Major Appliances, Satellite STB, LET/TV's and Energy meters.

Managing distribution channels too.

Key achievements:

- First worldwide design win into LED/TV main power supply (in the history of the company)
- Successfully converted in design wins 2 major STB designs in the UK that worth >\$3M revenue
- Design wins in 2009: total of 55 with \$400k revenue in the year
- Design wins in 2010: total of 97 with \$1M revenue in the year
- Increased sales efficiency to \$5M per head

Regional Sales Manager Southern Europe

2003-2009

Power Integrations, Bresso (Milan), Italy

Managing a team of 3 (2 Filed Applications Engineer and 1 Sales), all direct reporting. Directly following 10 key accounts and up to 10 distributors in different countries.

Key achievements:

- Open Power Integrations Italian office
- Major design wins in DV (7Mpcs/y) and DVB-T (4Mpcs/y) for a total of \$4M on key account in Turkey
- Expanded the Appliance market SoM winning major platforms design on 2 major accounts in Italy (10Mpcs/y)
- Recommended IC's technical modification based on deep market analysis in Appliance market (done with the support of 1 FAE); a new IC Family has been done to partially match the original recommendations.

Product Manager and Field Application Engineer

1991-2003

Hantelec Srl, Milan, Italy

Hantelec Srl, electronic component distributor specialized on design and demand creation activities. 10 employees, authorized distributor for Philips Semiconductor, Philips Components, Power Integrations and others.

I started my carrier in customer service (1991-1993) and then moved into Sales Engineer role (1993-1995). In 1995 I have been promoted to Product Manager for Ferroxcube products (ex Philips magnetic products) and then Product Manager and Filed Applications engineer for Power Integrations products (1998-2003).

Key achievements:

- Growth Power Integrations in Italy by 350% in 1 year (to \$1.5M revenue) – officially recognized by Power Integrations
- Developed Appliance business in Italy winning all 4 key accounts
- Increased number of active customers for Power Integrations by 10 times

EDUCATION AND LANGUAGES

Diploma

1986-1991

Istituto Radiotecnico Beltrami, Milan, Italy

Mother tongue – *Italian*

Other languages – *English (fluent)*

Army service: *Done in Arma dei Carabinieri*

Driving license: *B*