

# Giuseppe Fulco

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An outstanding interest towards the "new", the willingness to listen, the charm of the challenge.

The feeling to the continuous "learning to improve" and the natural inclination to cooperate helped me over the years to know different sectors, gaining experience in various markets, different functions and tasks, up to the highest levels.

The ability to capitalize know-how and expertise, the desire to merge information with good amount of intuition, helped me in the implementation of challenging and innovative tasks.

I'm eclectic, with many passions and curiosities, but as a good paterfamilias, I'm naturally extremely operative and results-oriented.

I'm used to take care of "General" and "Detail" with equal care and attention.

Due to my original passion and interests, I got a University degree as Nuclear Engineer, but I completed my studies with a Master in Business Administration at the Bocconi University of Milan, to be able to merge curiosity and passion together with practicality and versatility.

I worked with colleagues of many nationalities, most of whom now are friends: with their help, I learned a lot and I reached outstanding results.

What I'm searching from a new job is to learn more.

## School and training experience

MBA diploma in Business Administration, Bocconi University - Milan;  
Member of Graduates Engineers of Milan District, n. 16641  
Government Graduation for Engineers, Polytechnic of Milan (rating 100/100)  
Nuclear Engineering Graduation, Polytechnic of Milan (rating 98/100)  
High School Scientific Diploma, "V. Veneto" Institute of Milan (rating 60/60)  
Fluent knowledge of English and French  
Excellent familiarity about IT and web most used tools; different operatives and software languages; browsers ; internet tools, excellent awareness of data-warehouse and Oracle/SAP environment

## Professional expertise and careers track

Experienced positions as Managing Director, General manager, CEO, Member of the board, Manager ( Operations, Logistic, Sales, Production, Business development)

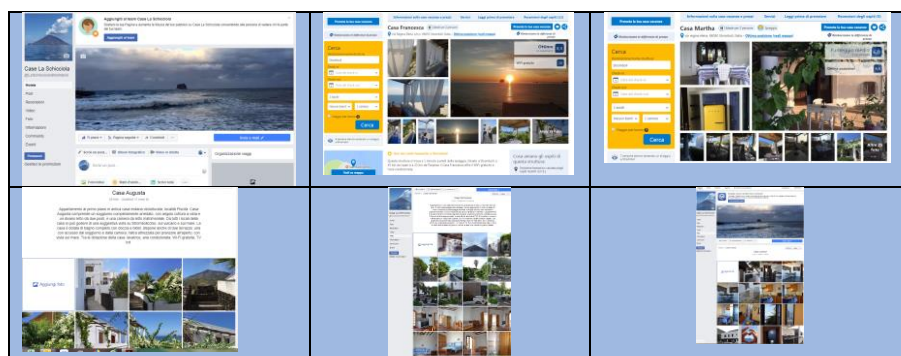
Knowledge of various Markets: Energy/Energy management and saving, Plants, Air conditioning, Elevators, Fuel distribution network, Stainless steel and aluminum sales and production, TLC (new devices and accessories), Building, Packaging, Gas and Water network components and contracts, Large Distribution (Business development)

Since 1986 as Owned activity: Short-rent activities for tourist accommodation facilities (Case La Schicciola - Fulling srls - short rent division - Sole Director)

Real estate development of accommodation facilities (project, contract, financing, construction, marketing / web marketing plan, operational management and service)

Implementation of the first website dedicated to leasing: 1987, the structures are now present on the major OTA platforms (booking, airbnb, tripadvisor, etc.)

Among the main characteristics of the activity: quality of the structures and service, e-marketing, de-seasonalization, diversification of offer and event management



## Other info and interests

- Legal Technical Counselor for the Judge of the Milan Court since 1995 in the following areas ( plants, Patents, certifications, projects)
- Owner and Inventor of different patented items Co-founder, shareholder and CEO of SSD Rozzano Calcio, no-profit Company operating in Social and Sport development for more than 450 children.
- Born in Milan, the 24<sup>th</sup> April, 1960 - Live in Rozzano (Milan)

## Detailed overview-track record of main professional experiences

Company	function	Market and Customers	Main skills achieved	Main goals obtained
<b>Fulling srl</b> 2015-	Owner and Ceo	Energy saving Public Admin	Awareness of contract with public admin; tools and procedures, negotiation; tender; financing	Over 115 buildings renovated on Energy balance and cost optimization; new project implementation with new-co startup
<b>Plasson Italia, Italian branch of Plasson SA Israel</b> 2007 – may 2015	CEO and General Manager	Water and Gas fittings and valves  Utilities  Resellers Distributors Contractors	Mkt Knowledge, Trade and end users thermo-hydraulics Multi-utilities Technical references and products;– Traceability and geo-localization Negotiation; credit management and key account management	Highest Sales and profit results ever registered for the Company; Management during shrinking mkt crisis; Cost saving and mkt share increase New marketing strategies; diversification on distribution and sales channels; Implementation and rollout of two new IT platforms (Oracle – IBM based) relocation from origination to final implementation of new production site (2014)
BHMtech spa 2003 - 2006	Division Manager and Board Counselor	new tech Automotive consumer electronics	Expertise new tech on related markets, general management, patents development and management, project financing, licensing	Startup development and licensing of different patented products on automotive , tag radio frequency, logistic applications.
Sitec srl 1999-2003	Division Director	new tech Oem e Consumer Automotive Large scale retail trade	Product development, production line development, industrial marketing, top account management, patent and licensing, Large distribution logistic issues	New product development, patent of a new earphone for portable phones, implementation of advanced and high performing logistic services dedicated to automotive and large distribution channels
Predieri Metalli Spa 1997-1999	Managing Director and Board Counselor	Stainless steel , aluminum and metal alloys production and distribution	Expertise on steel market and distribution, merge and acquisition; Steel and alloys production methods and sales Dedicated production machinery knowledge	New business implementation, with startup of two newco, implementation of new production site from origination to startup
Hiross spa 1996-1997	Service Division Manager	Air conditioning Service	Industrial services marketing Implementation of complex services networks Tender and acquisition of public administration's jobs Air conditioning market knowledge	Development of the new service BU ( division) with acquisition of many strategic jobs
Mariani Servizi spa 1996	Consultant and Temporary manager	Oil distribution	Top account management, development and implementation of new-co and new business Oil market knowledge	Development from origination to total implementation of a completely new business area on the restyling and re-commissioning of more than 2000 oil distributors ( POS)
Kone Spa 1993-1996	Operations manager	Elevators and escalators	accounting/reporting/project management HR management	Organization and management of large field structures new product and project development
Otis spa 1989-1993	Development manager	Elevators and escalators	Budgeting - communication Management of complex organization systems	Development of new Hi-tech product, management of field optimization projects, sales management
Franco Tosi spa 1985-1987	after sales manager	Energy production	After sales service Key account	Implementation of performances tests systems on site