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# ENRICO MERATI

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## BUSINESS LEADER/COMMERCIAL MANAGER

An ambitious and optimistic Business Manager with proven abilities in business development, managing projects and team building with start-up and Business Process Reengineering experience. Demonstrated ability to motivate people achieving results. Senior level experience in safety automation machine & plants, Risk Assessment, Safety European Standards & North American. Business plan experience, technical background, proactive and management oriented. Negotiation and business integration with conversion from direct importer to channel. Marketing and sales experience with ability to identify strength and weakness. Business margin oriented. Long experience in trainings and conferences. Ucima's member of the technical commission for legislation and coordinator for the safety group of ANIE Assoautomazione

## SELECT ACHIEVEMENTS

Safety Business Start-up with a two digits year-over-year growth rate in competition with the main market players

Shipment met business plan and forecast year-over-year

Business integrations after acquisitions

## PROFESSIONAL EXPERIENCE

Rockwell Automation - Allen-Bradley, Milano, Italy (2001 - Present)

Business Leader / Commercial Manager

Responsible for growth and margin in "Italian Region"  
(Italy, Cyprus, Malta, Greece, Turkey, Israel, Egypt, Libya, Albania)

Acts as the KEY Sales driver in country, reporting to EMEA Commercial Manager and marketing consultant for the Regional Sales Director

Manage and improve sales focused on Channel and OEMs/End-Users for the most important Verticals (packaging, food & beverage, tyre, palletizing, automotive, paper, ropeways, amusement parks and metal)

Provides strategic direction to direct report, Product Sales Specialists, Sales team in general and manages the Commercial Engineers

Ensure account planning is in place to meet Sales Objectives

Engages with Sales Management to ensure business targets are met

Responsible for activities associated with products promotion

Is accountable for understanding why successes and losses happen in the local market, place and propose corrective actions

Ensures optimal utilization of the budget for Commercial Plan/Activities

Create and improve relation with the most important distributors in country

Support colleagues in Europe for common target accounts

Final price decision maker and margin responsible with P&L responsibilities

Business Plan

Pilz s.r.l. Novedrate (Como) Italy (1997 - 2001)

Product Manager / Application Engineer

Safety components and Safety systems (Safety relay, Safety PLC and Safety Bus) HMI, touch screen and industrial PC

Responsible for products and business develop for achieve targets

Sales support for technical and market approach, driving customer decision to the best safety solution

Prices and discounts definition

Engage Distributors and System Integrators

Organize and manage Safety Seminars on Standards and European Legislation

Organize and manage Technical Trainings, Product launch

Manage relations and direct sales with the most important customers and distributors

Consultant (1992 - 1996)

engaged from several companies (e.g. Siemens, Grace, Telespazio, Ansaldo, Philips) for develop Automation plants with Siemens PLC (S5/S7); programming PLC Siemens for customized applications and trainer for technical trainings to technical and maintenance departments

Direct sales (1983 - 1992)

for products and services in automation area, including PLC Siemens, software, components and technical training

## EDUCATION

Bachelor degree Management Engineering (University Carlo Cattaneo - LIUC di Castellanza Va)

TOEFL Test - English Language Learning (ETS)

High School in electronics (Istituto Tecnico Industriale L.R. Solferino di Milano)

## SKILLS

MAC/Apple OSX - PC Windows - SAP - CRM- People soft - MS Office - Lotus Notes

PLC HW/SW - Networks for Automation and Safety applications

## QUALIFICATIONS & AREA OF EXPERTISE

Business Process Reengineering, Continuous Process Improvement (Kaizen), Business Process Management, Management of Logistics and Production Processes, Product Costing, Investment Analysis, Marketing, Machine Safety & EU Safety Legislation with Risk Assessment & Quality Assurance, FMEA/FMECA, TÜV - Safety Related Systems Functional Safety and IEC 61508

## STRENGTHS

Team working leader, Negotiation, Leadership, to be Communicative, Target planning, Strategy definition, Accountable for Results, Adaptability, Professional and Technical Excellence, Innovation, Customer & Partner Focus, Collaboration and Teamwork, Information Sharing, Listening