

SERGIO CAMPOBASSO

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Place and date of birth: Bari (Italy), 24/05/1974

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Personal statement

International business consultant and manager with proven track of successes in sales & marketing, project management, for both private companies and international organisations; naturally inclined towards developing new business and PR, very good at market research & analysis.

EMPLOYMENT HISTORY

Nov 2017 – on-going (till February 2019)

[Independent Consultant, Plastics circular economy and solutions](#)

UNIDO, United Nations Industrial Development Organization* - *Vienna, home office

Circular Plastic value chain analysis, Plastic circular solution promotion

- Identify trends, key players, barriers, opportunities, economies of scale, SWOT
- Understanding market dynamics, supply chain business models and economic opportunities to close the loop of the plastic value chain (building materials, agriculture applications, chemical recycling)
- Shortlist & interview stakeholders along the value chain
- Analyze the EU policy regulatory framework (Action Plan for CE, Strategy on Plastics, EPR, DRS etc), including best practices and policy instruments
- Scouting & market survey of innovative & commercially viable technology products, materials, solutions, business models, and applications for post-industrial & post-consumers plastic waste applications with focus on packaging, B&C and agriculture
- In cooperation with local UNIDO's offices, organize 2 events promoting plastic recycling and upcycling innovative solutions in Morocco and Tunisia
- Draft TORs for larger projects to harvest and promote circular opportunities in selected plastic value chains
- Present the project to the relevant EU DGs (ENV/GROW), within the framework of the EFSD and the External Investment Plan
- Present the project to potential private and public (UNEP) investors, financial institutions (AFD/EBRD)

Sept 2014 – Nov 2017

International Sales Manager & Business development Consultant – Plastics – MEA

Industrie Colucci group

Monopoli (Italy)

Plastic converter in agriculture and producer of extrusion lines.

Main targets were to:

- 1) Expand PP's operations in the regions assigned both for plastic products and machineries
- 2) Find new opportunities of supply of plastic raw materials – *both virgin & recycled* -

As per the first goal, tasks and responsibilities were:

- Managing and developing accounts: visits, presentations, quotations, technical support
- Market research and analysis on the assigned regions
- Developing marketing strategy and mix to penetrate new markets; also customizing the products and ATL/BTL communication to the targeted market, attending and organizing fairs and conferences
- Organize the “tenders and turn-key projects” department

Some of the results achieved:

- New markets opened in the Middle East (including Iran, Iraq) and East Africa (Kenya)
- New clients acquired in the Northern African region (Morocco, Tunisia, Algeria)
- Private turn-key tenders won in Slovakia, Iran, Kazakhstan
- Developed a BPlan with an Iranian co for a JV with the aim of opening a production line in IRAN (*under the supervision of the Ministries of Industry and Agriculture*)
- Opened new sources of supply for both virgin & recycled raw materials in ME & North Africa

Nov 2009 – ongoing

Business Development Expert

Apulia Region & Chamber of Commerce

On behalf of governmental bodies, I have participated in several UE business development projects - ERDF, Interreg, SME internationalization action plans etc –, involving companies coming from different sectors such as F&B, plastic, furniture.

Main tasks and responsibilities

- Carry out market research & intelligence
- Conduct analysis to understand the organization – *supply-chain, sales, marketing, logistic* -
- Prepare estimates and budgets
- Prepare business proposals and presentations
- Consulting and training clients in developing marketing strategies and mix
- Manage projects and programmes, implement change
- Organizing and attending and fairs, events, training sessions
- Manage sales and develop export tools
- Manage logistic

Furthermore, I have worked also for several SME and large oil companies on retail & wholesale development, both OIL and NON-OIL (food and NO food).

This implied:

- Market research, data collection
- mapping and geo-economic data analysis and matching
- Clients' organization analysis – sales, logistics, supply chain –
- Supporting the clients in budgeting and investment plans

Jan 2002 – Oct 2009

Retail Regional Sales Manager - Oil & Non Oil -

ENI S.p.A. Refining & Marketing division

– Bari (Italy) -

ENI S.p.A. is one of largest oil companies. It has operations worldwide and employs some 70.000 people globally.

Responsible for some 160 gas stations, with the supervision of a team of 6 people (sales and back office), main tasks and responsibilities included:

- Supervising the market and produce full and timely report and analysis
- Achieving and exceeding revenue plans
- Supervising on the “just-in-time” logistic
- Managing large private accounts – *franchisors and wholesalers* –
- Preparing budget and supervising on the company's policies, procedures
- Retail development – search, selection & negotiation of new potential sites –
- Managing credit, credit exposures, policy

Aug 1996 – Sept 2000

Lubricants and Fuel cards sales account

ENI S.p.A. Refining & Marketing division

– Bari (Italy) -

Main tasks and responsibilities

- Reaching sales target, increasing profitability;
- Managing reports, payments and credit exposures
- Prepare statistical reports and presentation
- Developing business and increasing value delivered to customers through products, services and visits
- Implementing promotions and marketing policies; proposing local marketing initiatives

EDUCATION AND TRAINING

Oct 2000 – Dec 2001

International MBA – specialisation in International Marketing -

European School of Economics – LONDON – United Kingdom

Main subjects studied:

- Finance and Capital markets
- Econometrics, Data analysis and market research
- Project management
- International marketing and management

- Decision making, entrepreneurial psychology

Sept 1994 – Oct 2000

Degree in Economics

Universita' degli Studi di Bari – BARI – ITALY

Main subjects studied:

- Economics and Political
- Industrial and foreign trade techniques
- Accounting, Finance, Mathematics, Capital markets
- International Commercial and Trade law

LANGUAGES

Mother tongue(s)

ITALIAN

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
ENGLISH	C2	C2	C2	C2	C2
FRENCH	C1	C2	C1	C1	B2
SPANISH	B2	B2	B2	B2	B1
GERMAN	A2	A2	A2	A2	A2

Digital skills

SELF-ASSESSMENT

Information processing	Communication	Content creation	Safety	Problem solving
Highly Proficient	Highly Proficient	Highly Proficient	Independent	Highly Proficient

Very good command of communication tools (Skype, email, WhatsApp, Telegram ecc)

Very good command of social media tools

Communication Skills

I have developed a cross-cultural and emphatic mind-set in communication, thanks to meeting up with people coming from different countries, cultures, religions and way of doing business; I have further developed my communication skills attending several NPL, verbal and non-verbal communication courses and seminars.

Job related Skills

- PR & Networking
- Empathy and Proactivity
- Flexibility and capability of working under pressure and under stringent deadlines

Extracurricular courses

ENI Corporate University - Scuola Superiore Enrico Mattei; courses taken:

- Oil Industry, Retail management, lubricants and other oil products
- ISO 9001, 14001 and 18001, SAP ISOIL, EFinance, ArgoWeb, CRM software

Extracurricular activities & Memberships

Running, football, sailing, DIY in general, travelling.

Circular Economy Club Vienna

AIS – Associazione Italiana Sommeliers:

ONAAO – Association of Olive Oil Tasters

Driving Licence : A (motorbikes) – B (Cars) – Sailing



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To whom it may concern

Vienna 22.01.2019

The undersigned, Roberta De Palma, Chief Technical Advisor at UNIDO, United Nations Industrial Development Organisation, hereby certifies that Mr. Sergio Campobasso as worked on a consultancy basis for UNIDO within the framework of the EU-funded Switchmed program, an initiative that supports private sector and institutional stakeholders to scale-up social and eco innovations in the Mediterranean Region.

UNIDO is the leading UN agency with a mandate to support governments in the transition toward inclusive and sustainable industrial development, developing tools and innovative platforms for productive, circular and sharing economies.

Mr. Campobasso has been entrusted to develop and promote best practices and business cases for plastic value chains within the context of circular economy. To this extent, he performed the following tasks:

- Analysis of the plastic industry sector and plastic waste, defining drivers and dynamics for circularity;
- Analysis of the EU policy regulatory framework (Action Plan for CE, Strategy on Plastics, EPR, DRS etc), including best practices and policy instruments
- Developing business cases of innovative circular solutions for different sectors of application
- Organization of two national business to business (B2B) events promoting matchmaking and business partnership for plastic recycling & upcycling in Morocco and Tunisia
- Drafted terms of reference to harvest and promote circular opportunities in selected plastic value chains

Mr. Campobasso proved a very good knowledge of the subjects, with particular regards to the current and future developments of innovative circular economy solutions, demonstrating good managerial and communication skills.

I recommend Mr. Campobasso without reservations.

Roberta DE PALMA,

Chief Technical Adviser

Industrial Resource Efficiency Division, Department of Environment

United Nations Industrial Development Organizations (UNIDO)

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A handwritten signature in blue ink, appearing to read "Roberta De Palma", is written over a light blue horizontal line.

Puteaux, January 22nd, 2019.

TO WHOM IT MAY CONCERN

The undersigned, Geraud Delorme, President of Valorplast, and Honorary President of EPRO, European Association of plastic recycling & recovery organizations, would like to recommend Mr. Sergio Campobasso as a candidate for a position within your organization.

I have met Mr. Campobasso during his assignment with UNIDO.

Sergio proved to be a serious and reliable professional, fully aware of Circular Economy & plastic value chain issues and recent developments.

He also proved to be capable of managing a large and complex project organized at international level; first selecting, short-listing and promoting several interesting and innovative plastic circular solutions, then involving and coordinating meetings between institutions and organizations along all the value chain (including EPRO).

His competence and personal attitude would represent a valuable asset to your organization.

I remain at your disposal should you have further question,

Best Regards



Geraud Delorme
President

TO WHO IT MAY CONCERN

The undersigned, Bernard Merckx, social entrepreneur with Dutch nationality and among others Honorary President of Plastic Recyclers Europe as well as co-founder of Waste Free Oceans Foundation, would like to recommend Mr. Sergio Campobasso for a position within your organisation

I had the opportunity to know Mr. Campobasso during his assignment with UNIDO, where he actively cooperated with European Plastics Converters, Plastic Recyclers Europe and Waste Free Oceans on selecting and promoting circular solutions in the MEA Region.

Mr. Campobasso proved a very good understanding of CE's current political and business situation, and possible future developments.

He also demonstrated very good project management and organisational skills and is highly motivated to play an active role in the transition towards a more circular way of living .

For these reasons I would recommend him without reservations. Please do not hesitate to contact me in case you would require additional information.

With best regards,

Bernard Merckx

A handwritten signature in blue ink, appearing to read 'B. Merckx', with a horizontal line underneath.