

Curriculum Vitae Europass



Personal information

Name(s)/Surname (s)	Alessandro Lelli
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Nationality	Italian
Date of birth	April 26, 1947
Gender	Male

Professional experience

- 1972/1975 Philips spa, Monza factory, 1,500 employees, television production. Time, Efficiency & Organization employee. Professional experience
- 1975/1980 Philips spa, Monza factory.
Time, Efficiency & Organization Manager.
- 1980/1987 Philips spa, Saronno factory (almost 1,000 employees) high resolution monitor design and production for CAD/CAM application intended for the computer market.
Factory Manager with the following responsibilities :
H.R management., R&D department, Time & Method department, Maintenance department, Production departments, Production Planning department and Purchasing department, Technical Service department.
- 1987/1991 Philips spa, Saronno factory.
Monitor Business Unit General Manager.
Direct report to the President of Philips in Eindhoven, Holland.
In charge of coordinating all international business between Italy, the centre of excellence, and factories also in Canada and Taiwan with over 23,000 employees.
High focus on International business since key computer customers were in the USA (Apple , IBM , DEC , SUN Microsystem, Honeywell , Dell , H.P. etc) and strategic vendors in Asia (Sony, Hitachi, Toshiba, Matsushita etc).
- 1991/2003 Aetna Group General Manager, packaging sector, with four production facilities in Italy:
 - Robopac Sistemi Rimini
 - Dimac Ozzano Emilia Bologna
 - Weitek Ferrara
 - Pentatec Lugo Ravenna

one facility in the Republic of San Marino :

 - Robopac

and five foreign sales and production branches:

 - Aetna France based in Lyon, France
 - Aetna UK based in Birmingham, UK
 - Aetna Deutschland based in Leonberg, Germany
 - Aetna Group U.S.A. based in Atlanta, U.S.A.
 - Robopac Percks (Joint Venture) based in Mumbai, India

Professional experience

- September 2003 – December 2009 Emmeci Group

In September 2003, along with a Private Equity firm and with a LBO operation, we purchased Emmeci Group, a world leader company in a small market niche.

In addition to my minority shareholder position, I was nominated President and Managing Director of the Group whose headquarters is in Fucecchio (Florence Italy) with branches in Paris, France, and Providence, RI, USA.

In March 2007 a sales company was opened in China, Emmeci Shenzhen, in charge of developing the local market with also an office in Singapore.

The business focuses on the paper- paperboard market and specifically the development, production and sale of automatic lines for hard box production for the luxury goods market. This work, like the previous since 1980, is typical of Business to Business and completes my long experience in this sector, not only from the managerial standpoint, but also as a shareholder.

The initial goal was to transform the company from a typical family-run business to a corporation (the private equity company had the same needs/management/economic-financial methods for listed companies), a goal achieved at the end of 2004, and to have the company grow without any loss in margins to then re-introduce the company on the market within a maximum of 8 years from the buyout.

At the end of 2005, sales income increased over 30% on the consolidated level and continued to significantly increase in 2006 and 2007.

In September 2007, the company was put back on the market and sold to another Private Equity firm.

My position in the company remained that of President and Managing Director of Emmeci Group, as well as shareholder in this second purchase.

From October 2008 I resigned as Managing Director at my own will to focus on other activities, remaining in office as Chairman of the Board of Directors.

After the approval of the 2008 financial statements in June 2009, I resigned as Chairman of the Board and remained as a consultant following the request of the majority of shareholders.

On 31/12/2009, I left company management, remaining as a minority shareholder.

- In 2002, I began the collaboration with Profingest and currently I am collaborating with Alma Bologna Business School (University of Bologna) as a professor teaching "Business to Business Marketing" in the "Marketing, Communication and New Media" 2nd level Master degree and presenting specific lectures in "Globalization" and other Management topics.

From the 2006/2007 academic year on, I was hired, as an adjunct professor, at the University of Bologna in the Economics, Management and Statistics Faculty to teach "Business to Business Marketing" in English to the students of CLAMDA International Management in the second cycle degree (Laurea Magistrale).

- In 2007, 2008 and 2010, I taught a course in "Cross Cultural Management" for Indian and Chinese cultural education at Alma Graduate School – now Bologna Business School - (University of Bologna), in the "International Business Processes" 2nd level Master degree organized by ICE, the Emilia Romagna Region and the University of Bologna.
- Since 2012, I have collaborated with the "Sole 24 Ore Business School" teaching "Business to Business Marketing" for the "Marketing & Communication Management" Master class.
- Since 2013 I held lectures at the University of Pisa teaching "Business to Business Marketing" and "Business Globalization".
- I am collaborating with Confindustria in a "Mini-master course on Business Globalization" specifically for the entrepreneurs and businessmen of small and medium size enterprises.
- I also work with other educational institutions teaching Marketing, HR management, Team Work, Total Quality Management, Business Globalization and Cross Cultural Management for businessmen who want to expand to BRIC markets

- I work as a consultant for some Italian companies in the Business Strategy and Business Organisation areas, supporting business owners and management in changeover phases mainly due to generational changes.

Education and training

1970/1971 University degree in Electro-technical Engineering
Final grade 110 cum laude.

Mother tongue

Italian

Other language(s)

Self-evaluation

English

French

Comprehension				Spoken				Written	
Listening		Reading		Oral interaction		Oral reproduction			
	excellent		excellent		excellent		excellent		excellent
	excellent		good		good		good		good

I authorise the processing of my personal information as per Legislative Decree no. 196 dated June 30, 2003 "Privacy Code".

Signature