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SUMMARY PROFILE

Business Development Advisor and Temporary Manager with experience gained in companies from different sectors (food products and, lately, industrial construction) and in international context.

Planning and management of marketing, sales and financial aspects related to international development, supporting SMEs in the process from export to joint ventures and to foreign direct investments.

WORKING EXPERIENCE

MIDAS srls , MILANO

Sole Administrator, October 2013 - present

Advisor and temporary manager to SMEs to support the process of going international

Details at website www.mid-as.it

SUDELETTRA SpA, SAN DONATO MILANESE (MI)

Project Internationalization, September 2010 – September 2012 (temporary manager).

Objectives

- Analysis of company capabilities (revenues 30 million euro)
- Selection of the foreign markets with higher potential for the company
- Selection of the entry strategy, including financial planning
- Start up of the international operations

Results

- Strategy definition to go international
- Negotiation and establishment of a JV in Saudi Arabia
- Start up of business relationships with local clients and suppliers
- Winning for the JV a USD 6 million contract (works on oil & gas plants)

CONSERVE ITALIA , SAN LAZZARO DI SAVENA (BO)

Export Manager - Key Clients, June 2007 – August 2010.

Function

- Management of the key accounts from Cirio De Rica business, including P&L responsibility (revenues around 20 million euro)

Results

- Cirio export business (45 countries) merged in Conserve Italia
- Management of German importers, Coop Swiss, Aldi, Unilever, Wah Cheong / Kerry Logistics
- Entry in Far East markets, including India and China

- Promotional activities in Indian market with a group of 15 cooperatives active in agrifood business

CIRIO DE RICA , S. POLO (PC)

Export Director , April 2002 – May 2007.

Function

- Head of the unit (4 area managers, 1 marketing assistant and 4 employees at back office plus myself; revenues 29 million euro), directly reporting to CEO.
- Marketing & Sales of Cirio / De Rica brand range and management of private label contracts
- Responsible of the Profit & Loss Account of the business unit

Results

- In a situation of financial distress for the company and harsh reduction of bank credit lines I have reduced the need for working capital agreeing with clients more favorable payment terms; this has allowed the company to produce the merchandise ordered.
- Development of sales to Aldi (pasta sauces under private label worth revenues for 4 million euro)
- Scouting and entry into Far East markets

Financial Controller of International Business Unit

April 1997 – March 2002

Function

- Budget e reporting of export sales and foreign subsidiaries
- Setting of intra group transfer prices and coordination of foreign subsidiaries

Results

- Business review of the French and UK subsidiaries (with the support of Bain Cuneo consulting firm)
- Reorganization of the Portuguese subsidiary (with the support of Deloitte)

CIRIO POLENGHI DE RICA, LODI

Business UHT Milk and Dairy Italy , February 1992 – March 1997.

Managerial Control and Trade Marketing

Funzione

- Budget e reporting
- Margin analysis of major clients (multiples and wholesaler).
- Sales plans based on Nielsen clients' potential index

Risultati

- Change of the distribution model (from wholesalers to logistic platforms) in Northern and Central Italy
- Introduction of the promotional effort analysis
- Administrative and organizational re-engineering of purchasing, selling and warehousing activities at Polenghi and Ala

GRUPPO FERRUZZI, MILANO**Financial Controller, March 1991 – January 1992**

Financial controller at holding level of the packaging business,

ING. C. OLIVETTI & C., IVREA AND MILANO**Corporate Development, 1986 - 1991**

In house M&A and start-ups: deal structuring, due diligence and contracts

AGIP, MILANO**Treasury, 1983 - 1986**

Monitoring of foreign currencies market and management of exchange rate risk

LANGUAGES and IT

- Mother Language Italian
- English Language Fluent
- Familiar with common PC applications (e.g. Office)
- Familiar with digital marketing and e-commerce
- Familiar with techniques to apply for EU funding (e.g. PCM, LFA)

EDUCATION

- **New York University, Leonard N. Stern School Of Business**
M.B.A. Finance and International Business, June 1986.
- **Università L. Bocconi, Milano**
Laurea in Discipline Economiche e Sociali, April 1982

OTHER INFORMATION

Born in Matera - Italy on 7 May 1957

Italian Citizen

Married, one son

February 2018

I authorize the use of my personal details according to the decreto legislativo 196/2003