



Personal Data



CHISENA DIEGO

Place and date of birth	Milano, 24th Septemeber, 1971
Address	Via Carducci 39, San Giuliano Milanese (Mi) - Italy
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Nationality	Italian
Civil Status	Cohabiting

Working Experience

Period	July 2000 - today
	Emerson Network Power
Company type/sector	Multinational American Company (Emerson Electric NYSE:EMR) leader in Precision Cooling business for IT environments (Data Centre, Computer Room, etc.) and Power Protection (Uninterruptible Power Supply)
Type of contract	Permanent

Global Product Manager AC Power and Monitoring Business (2004 – today, Piove di Sacco PD)

Responsible for two specific product lines ("Micro UPS" e "Monitoring") sold through the IT distribution channel in the EMEA region; the position reports to the Marketing Director.

Active participation in international working groups aimed at researching, developing and launching new products.

I have gained the right product knowledge and the right personal and working attitude to manage products and turn them into solutions.

Marketing strategy development together with other company Departments (Manufacturing and Sales). Working with Procurement department to find new suppliers.

Preparing sales reports by country of destination and product line, on Time delivery analyses, and profitability calculations.

Responsible for market price analysis, price list release and product positioning.

The role implies extensive travels abroad, in particular in the United States and Asia where the Headquarters and the production plants are present.

Additional activities carried out at international level: production transfer from Europe to Asia and set up of a helpdesk support centre in Manila (The Philippines).

EMEA Sales and Marketing Support (2000 – 2005, San Giuliano Milanese Mi)

Preparation and delivery of sales and technical documentation in both Italian and English (market memos, brochures, presentations, demos etc.) aimed at supporting sales. Training sessions, meetings and international exhibitions complete the role.

Evaluation, presentation and product line maintenance, collaboration with sales force in order to assure a high quality of service.

Technical interface between different development departments and customers located all over the world.



Period	1997 – 2000 Logika Comp S.p.A. - Milano
Company type/sector	Production and sales of equipment for plastic card personalization
Type of contract	Permanent

International Technical Sales Engineer

Pre and Post Technical Sales support for equipment sold in the telecom and banking business.
Preparing technical documentation for internal and external trainings. Frequent and extensive travels all over the world (50% of working time) to train and present the product to the customer staff. Attending to international specific exhibitions.
In the field technical assistance to resolve complex issues.

Period	1994 – 1997 Telxon Italia S.r.l. - Segrate (MI)
Company type/sector	Italian branch of Telxon Corporation, one of the most important manufacturer of Mobile Data Collection equipment
Type of contract	Permanent

Sales Engineer

Promotion and customer technical support related mainly to technical aspects.
In side and out side presentations and trainings to customers, seminars, tradeshow, exhibitions both in Italy and abroad.

Period	1992 – 1994 Technical Services S.r.l - Milano
Company type/sector	Sales and support of IT equipment
Type of contract	Permanent

Application Engineer

At the beginning employed as hardware and software technical support engineer for office automation equipment.
Afterwards employed in the networking field as system analyst. Duties involved networks design and realisation.



School Education

1990

Technical GCE A-levels, Certificate in Industrial Electrical Engineering – qualification as Head Technician majoring in Electronic and Computer Science

Achieved at Istituto Tecnico Industriale “E. Mattei” in San Donato Milanese in 1990

Stages

Product Management
Effective Presentation
Finance for non Financial
Effective Communication

Languagus

	Italian	English
Writing	Native speaker	Proficient
Reading	Native speaker	Proficient
Speaking	Narive spaeker	Proficient

Continuos improvement through frequent and extensive travels abroad

Personal Profile

Customer oriented and problem solving attitude, excellent team working skills. Very good communication and technical teaching skills, good capacity to simplify complex issues and get to sort problems out. The reason for wishing to make a change is in particular to improve my professional career. I’m willing to travel abroad if necessary.

I authorize the use of my personal data in compliance with Legislative Decree 196/03.