

# Adina Christescu



**MSE (Master of Science in Engineering)**  
**Chartered . Ordine degli Ingegneri della Provincia di Milano**  
**Milano, Italy**  
**Mobile + 39 3464108773**

*An impressive **Business Development** and Zone South Europe Manager with extensive European direct sales and distributor management experience in Gas Detection, process Instrumentation and automation Industries across Europe and North Africa. Proven technical and commercial skills and strong analytical capabilities to drive growth - focused change and define and delivery Company wide strategy.*

*Proven Business Development in Italy and International Europe and Africa.*

***Accomplished linguist, fluent in English, French, German, Spanish and Romanian.***

***Available: permanent contract, fixed term contract or medium/long term cooperation as external (VAT registered employee)***

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## EXPERIENCE

### ➤ **Business Development Manager Italy**

#### **Watchgas -7 Solutions BV**

Create and appoint indirect sales and service network in Italy. Gas Detection. Business Development

Oct. 2023 – present

### ➤ **Expertise Gas Detection Italy, Europe, Balkans, North Africa**

#### **AC Sense**

Expert, business and technical consultant Fire&Gas and Gas Detection. Solution Provider Industrial Safety Automation. Business strategies. Channels.

March 2023-present

### ➤ **Regional Manager South, Central Europe, Balkans And North Africa**

**Crowcon Detection Instruments Ltd, Safety. Fire&Gas, Industrial Instrumentation. Italy & International**

September 2006 – October 2022

Create indirect organisation and develop sales and service channels from ground zero. Implement sales strategy and cultivate new routes to market for gas detection. Develop business in the F&G,

EPCs and F&G Automation, Channel Partners and parallel indirect sales and service local channels. Introducing Sales Solutions and Business Projects. Ensure profit and ROI.

Strategic and long term business development. Local marketing

#### **Most relevant Projects and Achievements**

- + 1000% sales in Italy over 10 years, + 30% in France, + 50% in Iberia
- Multi million contracts with important Italian end users and South Europe EPCs
- Appoint and manage local indirect sales and service networks.
- Develop Africa market from scratch, +100% in the last Financial Year
- Brand Promotion, marketing, Company qualified Vendor to important international players particularly in Italy. France, Spain, Portugal, Tunisia, Algeria, Morocco
- Win win solution offering, projects and tenders in fire&gas and instrumentation. Work closely with 3<sup>rd</sup> parties and suppliers. Project management – technical, commercial and finance until successful project closing.

#### ➤ **Business Unit Director**

*At Fsb S.P.A. in Italy (Venice And Milan), Safety & Security & Hvac, and, Refrigeration. Integration and it Platforms. Italy & International Europe*

July 2003 – December 2005 (Italy)

- Full responsibility of the Division “Business Unit Solutions”. Managing of a team of 14 people sales, project management, service. Work closely with R&D

#### **Most relevant Projects and Achievements**

Sales figures Italy and Europe + 1000% through replicable full integrated safety & Security solutions

- Important tenders and projects: Italian important platform contract won, more than 14000 buildings under one unique platform
- create and sell replicable solution for power consumption monitoring in fuel station, 180 K Euro business. Long term contracts and agreements

#### ➤ **Business Development Manager**

*Clivet Spa Export Manager in Feltre (Italy) Hvac & Refrigeration Manufacturing and Export. International France, Spain, Netherlands, Germany*

July 2001 – July 2003

- Create and organize new branches as France and Netherlands. Full responsibility of the French, Spanish and Dutch branches.
- . Export Manager Southern Europe and emerging markets

#### **Some Projects and Achievements**

- + 57% sales and profit optimization through reorganization of the Spanish production and sales

#### ➤ **Country Manager**

*At Schrack (Merged Securiton Schrack) In Milan (Italy) Safety & Security. Fire & Gas. Hospitals Nurse Call Systems. Medical Sector. Italy*

July 2000 – July 2001 (Milano, Italy)

- Managed team of 6 persons (sales, service, accounting, admin)
- I have also temporary covered the role of Change Manager, ensure a smooth transition to merge with Securiton, Swiss company having merged Schrack in 2001

#### ➤ **Global Marketing Product Line Manager**

*Siemens in Zug (Switzerland) Former Landis & Staefa, SBT Siemens Building Technologies Hvac & Refrigeration. Bms Building Management Systems. International.*

May 1998 – July 2000 (Zug, Switzerland)

- Change Manager ERP (team of 80 people R&D) - Implemented Siemens strategy of covering sales areas Europe and Worldwide by integrating all sales processes. **Project Management:** Managed SAP implementation within the sales and distribution group
- Marketing Product Line Manager Field (Sensors, Intelligent devices, communication devices)
- 14 million CHF product portfolio, cost optimization – 45% over 3 years
- **Investigation & Proposal:** Conducted extensive market research to evaluate the competitive position of current products in the marketplace, quantified market size and segmentation and identified new opportunities and customer needs. Defined clear requirements for new products, validated product definition with customers.
- **Development:** Worked closely with the R+D and manufacturing to resolve design conflicts and ensure final products were competitive. Managed the beta testing on sites
- **Launch:** Set outbound marketing messaging and managed product launch collateral. Trained the global sales organization on new products and worked with the different factories to develop manufacturing ramp phase plans.

➤ **Italy - Marketing And Product Manager**

*Italy at Landis&Staefa*

May 1996 – May 1998 (MILANO, ITALY)

**Hvac & Refrigeration. Gas Detection Italian Manufacturing. Building Management Systems. Italy And International Export Gas Detection**

- Responsible for managing Italian local Gas Detectors and F&G with external R&D
- Liaise with HQ and export to other Landis&Staefa organisations worldwide. with local production (Italy) and HQ. Role included generating marketing collateral, arranging trade show and presenting at conferences.. Developing Key Accounts.

➤ **Marketing Manager and Business Development Portfolio**

**At Staefa Control System. Business Development Integrated Automation Projects, Hvac & Refrigeration.Safety%Security.Building Management Systems. Italy And International Integration Projects.**

July 1989 – May 1996 (MILANO, ITALY)

- Marketing and full product portfolio responsible for Italy. Developed HVAC market
- Coordinated international automation projects (BMS and security) and secured big orders.
- **Commercial:** Wrote and implemented supply agreements with key customer accounts, managed ongoing commercial negotiations with customers, ensured
- Timely revenue recognition on completed orders, negotiated contract amendments, resolved warranty issues and worked to protect the company's commercial position.

➤ **Technical& Product Portfolio Manager, Training Manager And Project Coordinator**

*At Landis&Gyr Italy*

November 1984 – July 1989 ( MILANO, ITALY)

- Managed a team of 4 technical (technical customer support, service, quality). Responsible of the company documentation and Technical Customer Support.

**SKILLS & ABILITIES** **Leadership:** As a Business Development Manager, Country Manager, Sales Manager, Global Product Manager my leadership skills have been essential for engaging the other functional teams to achieve targets, to keep the teams focused on the right areas during development for product development and build teams and support communication to customers.

Strategic agility skills. Ability to influence the market at key levels, technical bodies. Flexible.

Account and key account management skills.

**Strong IT and technical skills:** Word, Excel (advanced), Microsoft Dynamics CRM, PowerPoint, I understand dedicated software and individuate technical issues in Gas Detection and automation

**Personal Skills:** Professional and problem solving, I am able to build long term relationship with colleagues and customers. Good planning and organization skills. Accountable and taking responsibility for the output of self and team, showing an understanding of wider business priorities. Open to innovation, inventive. Excellent initiative and interpersonal communication skills. Strong Interpersonal, oral and written communication and presentation.

Ethical and inclusive

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#### **EDUCATION** Polytechnic High School Milan (Italy)

- March 1996 - November 2001, Master of Science MSc Mechanical Engineering, 5,5 years
- Chartered Member of Milan Order of Engineers.

#### **Polytechnic High School (Technical University) – Bucharest (Romania)**

- September 1977 - September 1982, Master of Science MSc, Plant Engineering 5.5 years, Distinction 9.98/10

I authorize the processing of personal data contained in my curriculum vitae on the basis of art. 13 of Legislative Decree no. 196/2003 and art. 13 GDPR 679/16. This Curriculum Vitae is valid as a declaration in lieu of the affidavit relating to qualifications, service certificates, documents and certifications (art. 47 of Presidential Decree 12.28.2000, n. 445); to this end, the undersigned declares to be aware of the fact that making false statements, forming false deeds or using fame in the cases provided for by Presidential Decree 28.12.2000, nr. 445 – art. 76 (case of false declaration and forfeiture of any benefits resulting from the provision issued on the basis of untruthful declarations), is punished pursuant to the penal code and the special laws on the matter.