

CURRICULUM VITAE

Personal Data :

Surname Name Marco Lideo
Born in Viganello TI (Switzerland)
Birthday August 4th, 1968
Address Chemin De Bahyse, 27
1091 –GRANDVAUX (VD) Switzerland
Permit C
Nationality Italian
Phone numbers Mobile Switzerland 0041 79 689 08 14
Home Switzerland 0041 021 7991403
Status Married
Military Service Dismissed from Military Service in the State Police
Department (Carabinieri Army) : Dec 1994 - Dec 1995

Studies :

Liceo "E.Galois" - Verbania *Scientific High School Degree on July 1987: score 56/60*

Politecnico- Milano *Graduated in Nuclear Engineering on December 1993: score 100/100 with honour.*
Thesis : "Artificial Neural Networks application in dynamic PSA"

Politecnico- Milano *Professional Engineer License in The 1994 First Session: score 98/100*

MIP-Politecnico Milano/Bergamo University *Master Executive Ist Level Industrial Maintenance Management*
May 2005-November 2007 score 110/110 with honour

AICQ-SICEV *Certified European Maintenance Manager according to European Normation EN 15628:2014 "Qualification of maintenance personnel" – Official European Patent – April 2015- MIP Business School Politecnico of Milan and AICQ-SICEV certified by ACCREDIA Milan*

Foreign Languages :

English: Good knowledge, written and reading, fluent speaking
CAMBRIDGE SCHOOL – NEW YORK
ESL (English as Second Language)
Diploma March 23rd 2000
SYLVAN CENTER – NEW YORK

CBT TOEFL with 240/300
Aug 2000
PERSONAL INDIVIDUAL COURSE English
Mothertongue Teacher
P.E.
Jan 2001 – June 2010

French: Good knowledge , written and reading, fluent speaking

INLINGUA - LAUSANNE (Switzerland)
Course III French Level-Advanced Level C1
July 2007 – February 2009

German: Basic knowledge
INLINGUA - LAUSANNE (Switzerland)
Course I German Level B1
Intensive course – from Feb 2011-July 2015

Others:

Unione Industriale di Verbania *Course on Safety Management:*
80 hours - Dec 1996 - Feb 1997

Parametric Technology Corporation *Basic Course on Mechanical Modelling 3D with software*
PRO-ENGINEER:
40 hours - Dec 1997

ABB RICERCA S.p.A. *Basis Course on Life Cycle Assessment Norm ISO 14000.*
16 hours - July 1998

CEGOS SA *Excellence in Sales.*
60 hours – February – April – May 2006 Paris, Barcelona, Milan

CEGOS SA *Technical Product Marketing*
32 hours – February-April 2009 Lausanne

HP Consulting SA *PDCA course with project to optimize Sales offering activities*
32 hours – March 2013 Mex

Bernard Radon Consulting SA *Coaching for Top Executive/Board of Directors to achieve Excellence in Management Skills*
January 2014 – February 2015 Lausanne

*Good knowledge of the MS DOS systems,
OFFICE XP, WORD , EXCEL, POWER
POINT, WINDOWS and AUTOCAD 14*

*Since jan 1996 Member of Mathematics and Physics Italian
Society*

*Since june 1996 Member of the Professional Engineer Order of
Novara and Verbano Cusio Ossola*

*Since june 2007 Member of Board of Master Executive
Industrial Maintenance Management
Association, Business School MIP Politecnico
of Milan and , Bergamo University Industrial
Engineering Department*

*Since june 2009 Professor at Contract of the Course “Technical
Maintenance Management in After-Sales
Market”, Master Executive Industrial
Maintenance Management, Business School
MIP Politecnico of Milan and Bergamo
University Industrial Engineering Department,
Very MBA MIP Politecnico of Milan*

*Since December 2010 Register of Chamber of Commerce Switzerland
with double collective signature validity*

*Since September 2017 Member of the Board of Professional Engineer
Order of Verbano Cusio Ossola :
Representative Member in 4.0 Commision ,
Young Engineer Commission and supplent
Member of FIOPA Commission*

**Current position
since June 2011**

**BOBST Mex SA – (VD) Switzerland
(turnover 1300 Mil CHF, 5000 employes)
Headquarter of Multinational Group BOBST SA Mex
Switzerland
Folding Carton , Corrugated e Flexible machines**

**Product Sales Director WW Market
Folding Carton Industry**

- **Global responsibility of the whole Sales activity for Folding Carton Industry for Die-Cutters, Stampers and also Corrugated Industry for Folder Gluer Products for the world market with accountability for the business turnover CHF 300 Mil, growth and profitability**
- **Ensure daily sales and promotion management of world activities, including sales forecast, production planning, annual budgets, sales support activities, sales administration management, and promotional tools**
- **Drive strategic marketing including market analysis, product need definition, product strategies, pricing strategies, and communication**
- **Collaborate with the other team members and functions, mainly R&D and Service, to drive the worldwide business forward**
- **Coordinate actions and decisions with members of other product lines and business managers of the Business Unit Sheet-fed.**

- December 2010 – May 2011** **BOBST SA – Prilly (VD) Switzerland**
Marketing and Sales Director
Product Line PCR Folder Gluers
- January 2010- November 2010** **BOBST SA – Prilly (VD) Switzerland**
Marketing and Sales Product Manager Hot Foil Stamping
- **Product Sales Manager Latin Europe Countries Region and Oceania, Folding Carton Segment**
- **Product Sales Manager Great China, Hot Foil Stamping Segment**
- June 2007 – Decembre 2009** **BOBST SA – Prilly (VD) Switzerland**
- **Product Support Manager South Europe Region and Oceania, Great China Folding Carton Segment**
- May 2007 - May 2001** **BOBST GROUP ITALIA S.p.A. - Sesto San Giovanni MI**
(turnover euro 72 Mil, 58 associates)
Local Marketing Organization of Multinational Enterprise BOBST GROUP SA Lausanne Switzerland
Folding Carton , Corrugated and Flexible machines
- Sept 2000 – Apr 2001** **ONDULATI DEL VERBANO S.p.A. – Verbania**
(turnover euro 30 Mil, 120 associates)
Engineering and Production of corrugated board packaging
- Technical Manager for Italy, Folding Carton Segment
Technical Coordinator and Maintenance Engineer
- 3 -
- Dec 1999 – Aug 2000** **J.A. KIRBY COMPANY – NEW YORK**
(turnover euro 10 Mil, 15 associates)
Professional Engineering and Land Surveying
- Staff Engineer in Civil Engineering Division
- Oct 1998 – May 1999** **ONDULATI DEL VERBANO S.p.A. - Verbania**
(turnover euro 30 Mil, 120 associates)
Engineering and Production of corrugated board packaging
- Assistant of Production Management

**Oct 1997 –
Sept 1998** **ABB DAIMLER BENZ TRANSPORTATION (ITALY)
S.p.A. – Segrate MI**
(turnover euro 70 Mil, 200 associates)
**Engineering and construction of railway vehicle (Eurostar,
E464)**

- Technical Support Engineer

**March 1997 –
Sept 1997** **THERMOSELECT ENGINEERING S.r.l. - Verbania**
(turnover euro 10 Mil, 70 associates)
**Research & Development Engineering Company of
THERMOSELECT Group**

- Project Manager jr.

- 4 -

**June 1996 –
Feb 1997** **THERMOSELECT ENGINEERING S.r.l. - Verbania**
(turnover euro 10 Mil, 70 associates)
Environmental plant of waste treatment

- Safety Engineer

**Jan 1996 –
May 1996** **JEC Joint European Center EURATOM, Safeguards Unit,**
Computer Science and Engineering Systems

- Mathematical modeling, data analysis from experiments
conducted in TAME Laboratory (Tank Measurements)
- Modelling Engineer

**May 1994 –
Nov 1994** **ATTREZZATURE F.P.A. S.r.l. – Gravellona Toce**
(turnover euro 5 Mil, 40 associates)

- synthetic wires appliances, pumps, tools, gears and
micro-gears for aeronautic application
-
- Staff Engineer in Technical Division

**Jan 1994 –
Apr 1994** **CERUTTI PIETRO & C. S.n.c. - Borgomanero**
(turnover euro 3 Mil, 12 associates)
Cold steel press

- Assistant of Production Management

Other Experiences :

**August 1993-
December 1993**

Researcher in Artificial Neural Networks showed in two articles:

- 1. "Approximate physical modelling in dynamic PSA using artificial neural networks", SMIRT-12, Aug 1993, Heidelberg, Germany*
- 2. "Improving the efficiency of Montecarlo methods in PSA by using Neural Networks", Dec 1993, Milan*

December 2008

Analysis of Cost/Benefits between Cold Foil and Hot Foil Stamping Application in the Worldwide Market
Published in the Official International Magazine "Folding Carton"

January 2009

Value Added of Service in Packaging Market : Pro active Maintenance with a new vision of Maintenance Contract for small Companies
Published in the Official National Italian Magazine "Maintenance"

April 2009

How to sell Service Contract creating value added for the Company
Published in the Official National Italian Magazine "Economy"

February 2010

Re-engineering the After-Sales Service creating a value added Maintenance Contract
Published in the book "Progettare e Gestire il sistema di manutenzione" chapter 7, Franco Angeli editor

February 2011

Conversion Processes Now Key to Assuring Compliance in Pharmaceutical Packaging
Published in "INTERNATIONAL PHARMACEUTICAL INDUSTRY" Volume 3, Issue 1

**Ai fini dell'utilizzo delle informazioni presenti all'interno del mio CV,
autorizzo
tramite questo consenso scritto per il trattamento dei miei dati personali
ai sensi del D. Lgs. 30 giugno 2003, n. 196.**