

## Personal Information

Surname: **CARRELLA**  
DoB: 07/01/1977  
Marital Status: **Married**

Name: **ALESSANDRO**  
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## Personal Statement

I have excellent communication and networking skills. I am able to connect people to ideas, transmit concepts to people and link people. Having a good technical understanding of a broad number of engineering topics, I can motivate people towards a mutually beneficial progress. And I am a fast learner, with a broad range of technical expertise and interests. With the right motivation and led by the right manager I can learn and work in a variety of environments and roles. But most importantly, I am a strategist: more than 10yrs in highly technical and/or business-focussed roles together with my personal skills make a highly effective, objective-oriented manager. Define the goal, assess the current situation, then draw the most effective strategy to reach the objective. This approach has enabled me always to move forward in my career and its different roles.

## Present Appointment

<p>March 2020 - present: <b>Sale&amp;Marketing Country manager at PATRIA</b></p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Conduct overall end-to-end sales processes in the assigned territory, from the initial contact and understanding of customer's needs, to the closure on the product/service delivery;</li><li><input type="checkbox"/> Prepare proposals of all types (from one time purchase orders to long term contracts) in a close team work with Engineering and Finance, negotiating with customers when required;</li><li><input type="checkbox"/> Carry out continuous market analysis and research on the dynamics of the accounts;</li><li><input type="checkbox"/> Frequently communicate with customers to understand their future requirements;</li><li><input type="checkbox"/> Collaborate with Customer Support (and other departments when applicable) to establish Yearly Sales Outlooks updated on monthly basis;</li><li><input type="checkbox"/> Prepare Sales Forecast with a time horizon of five years, updated at least every 12 months</li><li><input type="checkbox"/> Direct necessary coordination with other company's business units involved in his business area as appropriate and in a "one company" approach;</li><li><input type="checkbox"/> Adopt and foster the Continuous Improvement Program (CIP) principles and initiatives, using CIP tools to eventually ensure customer satisfaction (MFA, RRCA...);</li><li><input type="checkbox"/> Evaluate effectiveness of pricing strategies and propose modifications to pricing structures as needed;</li></ul>
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## Previous Appointments

Oct 2017- Feb 2020: **Aerospace Senior Business Dev. Manager testing solutions** at Siemens PLM.

In this role I am worldwide responsible to assist our sales teams around the globe, with special focus on the North America region, with positioning and defining of our solutions for the Aerospace and Defense market segment. The sale process at times is bottom-up, i.e. starts with connecting with the engineers in the lab, before meeting their managers and VPs and CTOs and thus requires liaising with several different professional figures. My role also includes liaison with product owner to discuss new technologies when these are not available, promote our solutions through marketing material (including articles, videos, etc) and creating business cases for the adoption of new trends and technologies. The role requires also a fair amount of customer facing situation, in which cases there is more sale-attitude necessary. Engineering-marketing-sale are the 3 pillars upon which my professional figure is built.

Oct 2011 - Oct 2018 **Advanced Product Manager for Environmental Testing** at Siemens PLM

Responsible for the definition and direction of a product or product family throughout all stages of the product life cycle (concept through end-of-life.). I worked with product marketing and sales on the product launch and go to market strategy to ensure that the product is successful in the marketplace upon release. I was also working constantly with development, sales and product marketing teams to manage the product through its life cycle to ensure it meets established goals for revenue and customer satisfaction. I had to perform these essential activities for multiple products and develop pricing strategies and profit/loss analysis. Other responsibilities included the identification and development of third party relationships and direct communications with the Sales to assist in new opportunities in addition to communicating with industry analysts regarding product plans and strategies.

Jan 2010 - Sept 2011 **Lecturer** in Structural Dynamics and Principal Researcher (with managerial duties) at University of Bristol (UK)

Next to the teaching duties, a major part of the lectureship was carrying out the research activities both on fundamental level, but most importantly linked to the aerospace industry connected to the University (Airbus, Leonardo Helicopters and RollsRoyce).

March 2008 – Jan 2010 - AgustaWestland  
**Research Associate** - University of Bristol  
(UK)

The position of principal Research Associate in the AgustaWestland University Technology Centre (AW-UTC) involved both research (75%) and management (25%) activities.

Oct 2007 – March 2008 - **Marie Curie Fellow (Research Assistant)** - University of Bristol  
(UK) - Dept. Aerospace Engineering

As part of the research team working on the Morphing Aircraft research project, I have studied the dynamics of “morphing” (bi-stable) composite plates

## Academic Qualifications

### **Ph.D. in Structural Dynamics**

*University of Southampton, Institute of Sound and Vibration Research (ISVR), with the thesis “Passive Vibration Isolators with High-Static-Low-Dynamic-Stiffness (HSLDS)” , March 2008*

### **Laurea Magistrale in Ingegneria Aeronautica**

*Universita` di Napoli “Federico II” (ITALY), with the thesis “Aeroelastic Analysis of a Very-Light Aircraft (VLA)”, July 2003*

## Relevant Projects

**Direct Field Acoustic Tests:** deployment of novel test methodology for space industry. The activity required the coordination between third-party vendors (loudspeakers manufacturers), research team (including funding schemes), end-users engineers and HW/SW development teams. The project also involves the installation of about 100 loudspeakers and amps in due time and interaction with space agencies to create an engineering handbook. The result of this 5-yrs long project is the development of a new software solution, the execution of space-hardware acoustic tests and the participation to a standardization committee of the European Space Agency.

**Design of large data acquisition system:** following the request of a major aerospace client, I have been asked to manage the creation of a large data acquisition system (>400 channels) for dynamic data with high data sampling and data management. This involved the interaction with relevant hardware vendors (workstations/pc), creation of a robust network infrastructure and the coordination of timely delivery of necessary HW and SW features for optimal architecture. The result is an unprecedented architectural solution for large data acquisition and analysis.

**System for aeroengine smart testing:** during an informal gathering, talking to some engineers in the design office of a major aeroengine manufacturer, I was being told of some issue in validating their models. Having grasped the ultimate goal and their necessity and having defined a potential solution for this specific request, I have taken the necessary steps to conduct the sale process from beginning to end (including demo, technical discussions and delivery) of a relatively large system for improved model validation.

## Other Activities & Membership

- More than 50 conference and workshop works presented
- Board Member of the Aerospace Testing Seminar (ATS) in US
- Member of several groups for Space testing and conference committees (e.g. ECSSMET)
- Participation as expert to give a lecture on Nonlinear Modal Testing to the Aircraft Ground Vibration Testing Masterclass in Sept 2010. This is an event organised by a world’s leading

company in dynamics software and which sees the participation of some of the world's largest aerospace industries

- Research fellowship at NASA Langley
- Engineering consultancy
- Reviewer for several highly esteemed scientific journals
- Former Member of the Royal Aeronautical Society (UK)
- Member of the Society of Experimental Mechanics (SEM) (US)
- Member of the Institute of Environmental Sciences and Engineering (IEST) (US)
- Keen basketball player
- Music and photography as most frequent hobbies

### **Languages**

	SPOKEN	WRITTEN
ITALIAN	Mother-tongue	Mother-tongue
ENGLISH	Fluent (primary professional language)	Fluent (primary professional language)
FRENCH	Fluent	Basic
SPANISH	Conversational	Basic

### **Selected Reference Letters**

Available on request