

## Personal Data

Name / Family Name **Raffaello Moroni**

Nationality Italian

## Professional Field:

**International and Technical Sales – Training and Education - Information Technology**

## Work Experience:

Dates JANUARY 2018 - TODAY

Position **International Sales Manager**

Main activities and Job description Worldwide sales manager of the Defense division. Working directly with the company Director of Sales and CEO, I am coordinating the sales activities of agents, distributors and direct branches worldwide while I continue managing directly key customers and accounts. The job includes the definition of strategies and sales objectives and the implementation of technical and commercial support actions.

Company CEIA S.p.A – Zona Ind. Viciomaggio – 52041 Arezzo (IT)

Description of the Company World leading manufacturer of electronics sensors (Metal Detectors) for Security, Defense and Industrial applications

Dates JUNE 2010 - JANUARY 2018

Position **Area Technical Sales Manager**

Main activities and Job description Technical sales engineer within the company Defense and Ground Search division, working in the fields of humanitarian demining and military Counter IED. The areas managed included Europe, MEA and South America. Main activities:

- All stages of the sales process:
  - Promotional activities for consolidated accounts and prospects, including: Non Governmental Organizations (NGOs), Ministries of Defense procurement divisions, embassies, military bodies (armed forces divisions, police, military police) either in Italy or abroad;
  - Inquiry-to-order: offers and quotations, negotiations of sales conditions and contracts, feasibility studies for custom products;
  - Order-to-remittance: scheduling of deliveries in coordination with production departments and MRP, quality assurance planning, acceptance procedures implementation, Factory Acceptance Tests execution, NATO procurement procedures for quality and coding;
  - Post-sales service: education and training, updating and development of account portfolio, in-field assistance;
- Basic use of SAP for quotations, order and contacts management;
- Tender replies to public bids, both national and international;
- NSPA and UN procedures of bidding and procurement;



- Training instructor for end-users and distributors: operation training in the field, technical training for maintainers, sales training for agents;
- Very frequent missions abroad (between 50% and 75% of the time spent abroad): autonomously arranged missions including logistics of flights, accommodation, local transportation;
- International shows attendance, including specialized exhibitions, symposiums and congresses and coordination of the participation activities (materials shipping, booth arrangements, logistics);

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Description of the Company World leading manufacturer of electronics sensors (Metal Detectors) for Security, Defense and Industrial applications

## Education:

Dates APRIL 2007 - APRIL 2010

**Master degree in COMPUTER ENGINEERING, summa cum laude, with a dissertation on “Dimensionality reduction techniques applied to similarity search problems” at the University of Florence - Faculty of Engineering (FIRENZE, Italia).**

Dates SEPTEMBER 2007 - SEPTEMBER 2008

**Socrates/Erasmus/LLP Exchange Program**

Exams Taken: Tecnologia, Informatica y Sociedad - Tratamiento de Voz y Imagenes - Fiabilidad y Tolerancia a Fallos - Arquitectura de Sistemas Paralelos - Sintesis de Imagenes por Ordenador - Inteligencia Artificial II - Criptografia

University: Escuela Técnica Superior de Ingenieria Informática de Sevilla (SPAIN);

Date SEPTEMBER 2003 - APRIL 2007

**Bachelor degree in COMPUTER ENGINEERING, summa cum laude, with a dissertation on “Automatic Metadata extraction from PDFs by use of Artificial Neural networks ” at the University of Florence - Faculty of Engineering (FIRENZE, Italia).**

## Personal Skills:

Mother Tongue **Italian**  
Other language(s):

	Understanding				Speaking				Writing	
	Listening		Reading		Spoken Interaction		Spoken Production			
<b>English</b>	C2	Proficient User	C2	Proficient User	C2	Proficient User	C2	Proficient User	C2	Proficient User
<b>Spanish</b>	C2	Proficient User	C2	Proficient User	C2	Proficient User	C2	Proficient User	C2	Proficient User
<b>French</b>	A2	Independent User	A2	Independent User	A2	Basic User	A2	Basic User	A2	Basic User

September, the 18th - 2025

