

# Pietro Dentis

PRODUCT MANAGER | MARKETING & SALES

## PROFESSIONAL PROFILE

Proven product marketing, sales and business development leader with 20 years experience in the video security industry.

Multi-faceted career spanning product management, product marketing and global business development.

Career accomplishments in new product launches, sustained product line growth, product line management, and business development in Europe.

Highly technical, value-based marketer with global sales and business development experience in 5 countries.

Global Management experience, Product Line Development, Project Management, Supplier Management, Product Marketing.

Specialities: IP solutions, Network systems, Business Relationship, Video Surveillance Systems,

## WORK EXPERIENCE

### Product Manager | Marketing & Sales

#### Urmet Spa

2001-today

Design and production of intercom, home automation and security systems

- Responsible for product line development strategy
- Product Marketing Planning and Implementation
- Product business plans
- Products positioning (segmentation and pricing)
- Study and identification of the main technological trends
- Interdepartmental coordination in the product development process
- Responsible for the product launch and communication contents
- Medium-long term business unit project development activities
- Definition of the promotional business unit activities
- Responsible for business unit promotional activities
- Responsible for scouting activities related to products and technologies
- Definition of drafting commercial specifications (OEM/ODM products and projects)
- Market analysis on an international scenario
- Competitor analysis
- Sales forecasts
- Commercial relationships with key development partners
- Relationship management with potential key customers
- Definition of business targets
- Analysis of commercial results
- Support for specialized training to the commercial network (Italy and abroad)
- Meetings with strategic customers to support the commercial network
- Catalog and price list management



## CONTACT

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## SKILLS

- Experienced managing and supervisor
- Extensive experience in challenging and critical situations
- Good problem solving skills with the ability to think logically and analytically
- Able to work on individual assignment and as flexible member of a team
- Creativity and versatility
- Customer focused approach

## EDUCATION BACKGROUND

### I.T.I.S Primo Levi Industrial Technical Institute

1990 - 1991

High School Diploma –  
Electronics Technician

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## LANGUAGES

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- Italian (first language); English (proficient); French (moderate)

## TECHNICAL SKILLS

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- Advanced knowledge
- Office package, with particular experience and ability in preparing presentations with PowerPoint.
- Excel: advanced level
- AS400 management software

## ABOUT ME

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Perseverance, intellectual curiosity, initiative and constant wish for personal and professional growth and improvement: are some of the distinctive characteristics that boost my everyday.

Challenges excite me and I live them with passion: they boost my desire to improve

## WORK EXPERIENCE

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### Customer Service

#### Sideltronic Srl

1998-2000

Design and production of security systems

- Problem solving on three main product lines: intrusion, fire and video surveillance.
- Technical / commercial training and sales network training
- Teacher for scheduled training meetings aimed at installers and staff of wholesalers of electrical equipment, throughout the national territory and abroad
- Estimations

### Sales Account

#### TFL Safe Project Srl

1996-1998

Distribution of active and passive safety systems

- Commercial technical consultant for active and passive safety products
- Sale of services and products in the area, management of promotional activities
- Management of commercial relationships with existing customers and contacts expansion

## COURSES AND ASSOCIATIONS

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- 2019: "General training for worker safety (Legislative Decree 81/2008)
- 2016: "THE PRODUCT MANAGER: CONTENTS AND AIMS OF THE ROLE
- 2003: course "THE PRODUCT MANAGER AND PRODUCT SPECIALIST ROLE
- From 2007 - today:
- Member of the ANIE video surveillance sub-group made up of the main companies in the sector. The main ongoing activities of the subgroup include:

- the interface function with the authority of the Privacy Garante regarding the priority critical issues in the application of sector legislation in relation to the new technologies available
- the creation of a video surveillance observatory for the measurement and analysis of the national market both in terms of development related to technologies and the volume of business.
- Creation of a guide on city video surveillance
- GDPR and direct impacts with Prov. Garante 08/04/2010