

Francesco Innocenti

curriculum vitae

Personal data

Born in Crema (Italy) on September 23rd, 1984. Italian nationality.

Current residence: Beijing, China.

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Summary

I am a professional with 15 years of experience in the **Iron and Steel Industry**. I have gained experience in the overall business operation, from **raw materials** to **after-sales service**, in the context of a service-driven **international trading company** of **consumable products** for steelmaking (*refractory materials* and *graphite electrodes*). I have lived in **Italy**, **China** and the **Middle East**.

Work Experience

- December 2020 – Present
General Manager / Executive Director – Misano (Beijing) LLC (China)
 - Management of the overall supply chain activities of Misano Group, with special focus on outsourcing of the production to Chinese manufacturing companies; logistics from China to worldwide destinations.
 - Overall management of the HR and administrative aspects of the company.
- April 2019 – December 2023
COO (Asia and Middle East) – Misano Middle East FZ LLC (UAE) / Misano (Beijing) LLC (China)
 - Management of the overall core business trading operations of Misano Group in the MENA, CIS and South America region.
 - Expansion of the product range and diversification of the business activities of the Group.
- February 2016 – March 2019
Sales and Technical Manager – Misano Middle East FZ LLC (United Arab Emirates)
 - Management of the full range of sales and after sales activities of the company in the MENA region.
 - Preparation and monitoring of the annual budget and the annual sales target.
 - Definition of the sales strategies suitable for the diversified market conditions of the area.
 - Management of the production activities related to Graphite Electrodes in the facility located in Ras Al Khaimah, UAE.
- January 2013 – January 2016
Far East Operations Manager – Misano Group (China)
 - Technical management of the production processes of refractory materials and graphite electrodes outsourced to several Chinese Manufacturing companies.
 - Management of the team of quality inspectors, responsible of the full range of quality assurance processes.
 - Cooperation with the Supply Chain Department for the coordination of the delivery of goods to the companies of the Group.
 - Development of partnerships with Chinese manufacturing companies in the region.
- November 2009 – December 2012
Technical and Quality Manager – Misano Group (Italy, China)
 - Management of the quality assurance processes of the manufacturing plant of refractory materials of the group, located in Italy.
 - Management of the quality assurance processes of the several manufacturing plants of refractory materials and graphite electrodes in China (outsourced production).
 - Supporting the top management for the development of partnerships with Chinese Manufacturing companies.

Education

- October 2006 – September 2009
MSc in Materials Engineering - Politecnico di Milano (Italy). Grade 110/110 cum laude. Publication of thesis work.
- October 2003 – July 2006
BSc in Materials Engineering - Politecnico di Milano (Italy). Grade 104/110.

Languages

- **Italian:** mother tongue.
- **English:** fluent.
- **French:** basic.
- **Chinese:** basic.

Personal Interests

Playing guitar, sports, meditation.