



VISMARA ALESSANDRA General Manager

Personal details

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Career Summary

- Decennial expertise in Greater China and Asia Pacific, international experience in companies projects, start up and management, responsible for business development and strategy in Mainland China and Asia Pacific.
- Consolidated and diversified experience in general management, operations manufacturing management, marketing, sales, purchasing, supplier audit and administration focus on budgeting, P&L management, costs control and accounts receivable. Strong exposure with multinational customers.
- American executive MBA, chemical background, Chinese language skill, high communication and interpersonal skill, focus on achievement.

Business experience

2019 (Nov.) – present

Carbosynth Biosynth group– Pharmaceutical, 70 people, turnover 5 million Euro
China/UK/Swiss

General Manager, Board director

- Company reorganization after merger&acquisition
- eSales and trade for European and American business.
- SAP implementation
- R&D development
- Follow up JV for pharmaceutical products

2015 (Sept.) – 2019 (Oct.)

EPTA GROUP former KIIAN–Printing inks, 100 people, turnover 25 million Euro
China/HongKong/Italy

General Manager, Board director

- Company business and structure reorganization after a spun off
- Sales and marketing development in China and Asia Pacific (Vietnam, Phillipine, Korea, Indonesia)
- Strong interaction with international customers (Apple, Foxconn, H&M, Disney, Ferrero, Decathlon)
- Enlarge business scope with equipment assemble line
- Implementation of new production process
- Set up trade company

Leaving reasons: company is under downsize program due to environmental issue

2012 (May.) – 2015 (July)

ITALMATCH GROUP – Phosphorous additives, 400 people, turnover 350 million Euro

China – Shanghai, Jiangsu, Guangxi province / Italy - Genoa

General Manager, President

- Responsible for P/L, manage industrial plant, production and purchase, administration and sales
- Responsible for business unit integration after European acquisition oil, lubricant and water treatment
- Implementation of ISO 14000 and 18000 in Nantong plant
- Follow up JV project on chemical production plant in Guangxi province.
- Implement a M&A project with integration of 2 structures
- Trade company management and export for dangerous chemicals and lubricant products
- Chemical plant audit and inspection for acquisition, feasibility study

Leaving reasons: Contract expired

2010 (Aug.)–2012 (Jan.)

IPAGSA PRINTING EQUIPMENT– Printing plate, 140 people, turnover 8 million Euro

China – Zhejiang province / Spain - Barcelona

Deputy General Manager

- Monitor all operational costs centers, identify major variations and implement remedial actions to ensure continuous improvement in all areas of the operations.
- Prepare monthly and annual management reports including budgets.
Review management, financial and operational reports and take appropriate actions.
- Maintain healthy and thriving factory environment for all employees through leadership and coaching.
- Establish and maintain sales in domestic market.
- Negotiate contracts for materials and services.
- Lead the plant towards operational excellence in safety and environmental practices.
- Review performance and remuneration of staff

Leaving reasons: Sold to Chinese group

2007(Sep.)–2010 (July)

MAGENTA MASTER FIBERS (BASF group) – Masterbatch, 30 people, turnover 3 million Euro

China – Shanghai / Italy - Milan

General Manager

- Manage and coordinate administration, sales, production, purchasing and develop the whole organisation.
- Implement safety work environment procedures according to new government regulation.
- Implement new labour contract policy aligned with government new regulations and personnel reorganisation.
- Manage a project to reduce energy usage and expenses. Initiated a system to track energy usage, designed and developed a staff awareness program, and established new operational procedures.
- Design and implement maintenance control programs
- Manage and develop the industrial relationships, liaise with Chinese and Italian organizations and government institutions.

Leaving reasons: Closed due to Basf downsize reorganization program

2003 (Jan.)-2007 (Aug.)

KIIAN GROUP – Printing inks, 200 people, turnover 30 million Euro

Italy/HongKong/China-Shanghai, Guangzhou

Business Development Manager

- Responsible for Chinese and Asia Pacific markets, generate new business relationships and opportunities - sales up to 49%.
- Capture and explore market trends, develop and implement new products and special services for particular customers' needs - introduction of sublimation digital inks.
- Interact and be aligned with head office technical team for training programs, exhibition plans, brand position and products promotion - set up fully equipped training center in Shanghai and responsible for

training programs and for international exhibitions.

- Report to head office on sales trends and key accounts payment situation – payment exposure reduced by 23 %.
- Responsible of production and chemical laboratory up to 2006 – set up laboratory facility, quality control process and implementation of production premise.
- Source and audit suppliers of plant machineries, chemical equipment, and raw materials in local market with particular attention on the trade off quality/price.
- Location selection and business plan preparation for company set up

Leaving reasons: better carrier development, but re-joined in 2015

1995 (May)-2002 (Dec.)

MIRO CHIMICA – Textile chemical auxiliaries, 30 people, turnover 2 million Euro

Italy-Milan/China-Guangzhou

Project Manager/Quality Manager

- Develop, formulate and customise products for textile auxiliaries products.
- Control production cycles and inventory level, organise and plan order fulfilment through production schedule – customer satisfaction up to 80 %, cost saving on chemicals raw materials up 27 %.
- Project manager for start up production facilities and QC laboratory in Mauritius.
- China project manager of plant start up in Guangzhou, responsible of the setting up and organising chemical laboratory and production facilities, source raw material in domestic market, run suppliers audit, and coordinate testing product quality process and bulk production. - Save up to 30 % - 50% localizing suppliers and the total annual amount managed in raw material was 1 million Euro
- Implementation of safety work environment standard and procedures according to European law.

Leaving reasons: better carrier opportunities

Education

- Executive master MBA - Washington University of St. Louis, Shanghai (USA, China 2005-2006)
- Business Management School - Fudan University, Shanghai (China 2006)
- Business Chinese Language Certificate - Beijing Foreign Study University, Beijing (China 2001)
- Degree in Chemistry – Milan University Università Statale di Milano, Milan (Italy 1994)

Special qualifications: Principle and Practice of Chemistry at University of Pavia (Italy 1994)

Languages

- Italian: mother tongue
- English: full professional proficiency
- Chinese: full professional proficiency (written 3000 characters)
- Spanish: working proficiency
- French: intermediate
- German: beginner

Activities and societies

- Board director China-Italy Chamber of Commerce (2015-2020). Coordinator at China-Italy Chamber of Commerce (Shanghai) of Industry and Manufacturing Working Group 2008-2016
- Rotary Suzhou founder member, president 2018-2019 and board director 2015-2020
- President and board director ALIC Italian Lombardia Association in China 2017-2020
- Alumni Ambassador for Washington University in China
- Co-founder of Business Women Club at Fudan University (Shanghai)