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I have a broad range of experience in localization, translation and in the consumer electronics and mobile telephony industry, and am an up to date and avid user of new technologies. Methodical but flexible and inventive, I seek the perfection of detail without compromising time and cost.

Current position:

Company: Zlate, Rovagnate, Italy (near Milano) – Position: Lead translator and project manager
Within Zlate, a small translation agency, I manage translation projects and translate Italian-English and English-Italian, primarily. Jobs also include French, German and Dutch. Current subject matter, from top tier industry players includes consumer electronics, telecommunications, telecommunications news articles and press releases, infrared cameras, prosthetics, navigation systems and cartography, scanning electron microscopes, agricultural automation, computer storage, security systems, technical apparel, consumer footwear, warehouse automation and much more. Direct and indirect regular customers include Toshiba, Navteq, Crocs, Flir, Extech, Ossur, Vanderlande, Siemens, Wind Telecommunications, Pirelli, FEI and many others.

Industry and Functional Expertise:

Information Technology, Mobile Communications, Navigation, Electronics, Software, Personal computing, Marketing, General Management, Telecommunications, Sales.

Expert for:

Telecoms, consumer electronics, marketing, mobile phones, navigation systems, GPS, car navigators, product management.

Professional Experience:

My professional experience in the high-tech consumer electronics industry exceeds 30 years at technology forefront: from the early days of personal computers to today's social-centric superphones, in constant direct contact with tech, marketing and sales issues.

Past professional experience:

11/2009 – 12/2010 (1 year 1 month)

Company: Garmin Italia, Milano, Italy - Position: Business Development Manager, Mobile phones
Developing the Italian business for the Garmin-Asus nüvifone location-centric Android and Windows Phone smartphones, dealing with mobile operators. Market analysis, competitive intelligence, forecasting. Identification of market opportunities. Cooperation with local sales team. and marketing to define and develop local, market-specific BTL actions, POS materials and sales force training materials. Management of legal issues, and reverse logistics. Translation/adaptation/proofreading of press releases and localized manuals. Press relations. Monitoring market and tech trends. Liaison with US and Taiwan development teams from product definition to debug, defining local requirements. Responsible for commercial and financial performance with Italian telecom mobile operators. Reporting to European head office. Domestic/international travel. Frequent high level management presentations. Reporting to US headquarters senior management.

04/2008 - 11/2009 (1 year 8 months)

Company: Garmin Italia, Milano, Italy – Position: Product Manager, Automotive and Mobile
Product management for full line of Garmin PNDs and navigation application software: product definition, market/competition analysis, planning/forecasting, product positioning, product launch, sales and marketing support and e-commerce. Strategic business action recommendation supporting executive decision making. Production of local marketing briefs and supporting texts, localized materials, screenshots. Trade show/PR event organizational support. Also held position of Web Content Manager.

08/1992 - 03/2008 (15 years 8 months)

Company: Mobit srl, Milano, Italy – Position: Owner, General Manager
Startup and overall management of specialist distributor of mobile telecommunications products and GPS navigation products for PDAs, mobile phones, notebooks. Sat-navs, navigators, GPS components, navigation/mapping software. Marketing & Sales, ecommerce. Garmin reseller. Import and distribution of many brands from USA and Taiwan. Full budget and P&L responsibility.

01/1984 - 06/1992 (8 years 6 months)

Apple Computer, Milano, Italy - Developer Services Manager
Stimulating software application development on Apple Macintosh platform. Consulting with developers for promotion, sales and marketing of resulting applications. Leading a team of software development technical support experts. Management of Developer Services Store (Software Development Kits, Documentation, Books). Negotiating financing of Third Party Developers. Total quality management champion for Apple Italy. European central distribution system Italian Lead.
Apple Computer, Milano, Italy - Product Manager for networking/printing products, including localization of manuals and software.

Prior to 1984: Localization Manager and Project Manager at the Italian branch of MicroPro, one of the first commercial software developers. Range of activities including translating and proofreading, computer programming, articles in computer magazines. Wrote a personal computer word processor program in 1976.

Education: Scientific High School

Language skills: English: native; Italian: native; French: able to communicate; Spanish: basic knowledge. Since 1975 have done professional technical translation and simultaneous/consecutive interpreting (English/Italian), part time; full time resumed in 2010. Competent use of SDL Trados Studio 2011, Multiterm, Passolo, and memoQ.

Other skills: Strong verbal and written presentation skills. Good knowledge of computer programming and web/ecommerce development/management (HTML, PHP, SQL, XML), electronics, rich technical background. Skilled user of Microsoft Office and many other programs. Search engine optimization.
Non business: Acted as Technical Coordinator for Alex Bellini, for his solo rows across Atlantic and Pacific Ocean, managing all aspects related to satellite communication, GPS navigation, routing, safety systems and electrical power generation/management.