



Who am I?

I am the same guy you have known and have gotten to know, nothing more and nothing less, well maybe I am a little different... 😊 ...but only because I have become convinced that there is no need to hide behind a lot of fancy words and press releases, but you have to go out and be courageous and express yourself for who you really are. That's the secret behind doing good business for everyone (ShareTheBusiness), with a lot of passion and drive, lots of hard work and dedication, but especially After Sales service, partnerships and human resources are the key values which make the difference in these difficult economic times, even when the product is top-notch.

For this reason I have taken the liberty to write to you all with my usual candor and to let you know what's on my mind and what I've decided for my

NextEXPERIENCE

Ever since my surprising job change 2 months ago, I have taken the opportunity to generate lots of new ideas and so I have decided to approach the market in a new way, hopefully in a friendly way too, not just to look for a new job but to search for a company with whom I could cooperate to build a project together and share common work ethic about the way to cooperate and exchange ideas about business.

My project is based on 2 fundamental principles:

- promoting the open platform business idea, which I have always been in favor of
- the confidence to promote business strategies not necessarily driven by rules or stereotypes whereby "A company grows with its people, people grow with their company"

The aforementioned strategies could include the effort to coincide market needs with Research & Development studies, and with innovative approach which look ahead in the business world. That's what creates a constructive dialogue between and amongst functional areas in a company which makes the difference.

New and provocative ways to approach brand marketing and partnership, as a means to create incentives to drive market demand towards distributors, TOWARDS YOU.

These are the details I have sought to gather in our new House, a place where we will certainly live comfortably and securely, where we will exchange ideas, grow, and excel and where everyone will take a part in helping one another, having fun and doing what they do best.

So...



Who is it?

(R)starting over with..

Honestly, I didn't expect to receive such an overwhelming response, with companies from all over the world contacting me and I am quite pleased to have had the opportunity to exchange interesting ideas, high professionalism and reciprocal respect; I am quite honored...they are all big name companies.

But the company which I really felt closest to my heart and which I believe has the strongest drive and passion is



An Italian company with a worldwide presence, beyond Italy and America, Towards Canada, Mexico, Africa, Eastern Europe and Asia. The company with the right commercial spirit; a young and very well prepared team with an incredible drive to excel and grow. A mature product line which is nonetheless open and diversified. An innovative approach and spirit to approaching the market and full of communication. It all coincides with a phrase I often use "thinkPOSITIVE – pensaPOSITIVO".

While my next business role will be Marketing and Sales Director for Southern Europe, I am keen to work closely with the Research & Development department as well as with Technical Support for pre and post sales management, so I will be working in various areas of the company to inject ideas on new ways to approach business with "character and verve"...I am sure you know what I mean. YOU ARE MY STARTING POINT, I'll be there in the front line, with the right passion and spirit so I hope to be able to express what my expectations are from working with Arteco:

SEetheDIFFERENCE – GUARDAIaDIFFERENZA

...because lots of new things are coming our way! (Push the Invisible)

Ciao, let's go! ☺

A handwritten signature in black ink that reads 'Bobo Maurizio'.