

Marco Tognella

Sales engineer

AREAS OF EXPERTISE

Sales engineer
Industrial market: electromechanical and electronic
B2B sales of customized and catalog products
Customers: research and consolidation
Budgeting
Teamwork
Achieving business objectives
Competitor analysis

RESOURCES

Italian native speaker
English good speaker
Mastery of Microsoft 365 (Office):
Word, Excel, Access, OneDrive, SharePoint, Power Automate, Power Apps, PowerPoint, Sway
Basic knowledge:
GERBER language
mechanical and electronic drawing
electronic circuits
Cobol and Basic qualified programmer
Use of CRM

PERSONAL SKILLS

Work organization
Group synergy
Autonomy and initiative
Communication skills
Negotiation

OTHER INTERESTS

Passionate about LED lighting
APP development
Lifeguard qualification
Reading
Writing: journalist (1987 – 1992):
print (external collaborator); radio

PATENTS

2006. LEDs lamps on tiles and ceramic frames (author)
2003. MetalCB©, system to simplify the thermal management of power LEDs (assistant)

EDUCATION

✓ Academic studies in Economics:
15/24 courses
Università di Modena e Reggio Emilia (Italy)
✓ Second Level College of Science
(mark 60 out of 60)
Liceo Scientifico Wiligelmo (Modena – Italy)

PERSONAL DETAILS

Born in Brescia (Italy), March the 18th 1967.
Living in Modena – Italy
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PERSONAL SUMMARY

A goal-oriented sales professional, deeply interested in technical innovation.
Satisfied achieving results through optimal relationships with Customers and Colleagues.
Apart from possessing an extensive experience as sales engineer of electronic components, I held positions of responsibility in the production of professional PCBs for several years, learning to work accurately under pressure and proving leadership skill.

CAREER HISTORY

> As sales engineer

- **Design, production of electronic boards**

09/2026 – today
TEKNOEMA, <https://teknoema.it/>

07/2021 – 06/2023
MASTERTECH, <https://www.mastertech.it/>

- **Capacitive and resistive touchscreens; Membrane keyboards; HMI**

06/2015 – 06/2021 & 09/2023 – 10/2025
BETTER <http://www.bettersrl.com/>

- **Printed circuit boards**

1996 - 2021
Tecnomec, OMR, O&B, Piciesse, CSM, CIA

- **Active, passive components ; LED; Embedded, Subsystems**

09/2025 – 08/2026
HT componenti, <https://www.htcompo.com/>

06/2016 – 06/2021
MELCHIONI Deko, <https://www.melchionielectronics.com/>

> Additional responsibilities

- **Public Lighting & Smart City Systems**

Area Manager Emilia – Public Administration sector
03/2010 – 05/2015
NERI, SME by Energy, UMPI

- **PCB, LED Thermal Management**

Sales or Production Manager
2002 – 2008
N.L, PCB e MetalCB© – 20 employees

Deputy Production Manager
1993 – 1996
ERRELLE, PCB professionali – 60 employees