ROBERTO CESARINI

Sales and Business Development Manager

Electronic Components | B2B Sales | Key Account Management
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Professional Profile

Sales and business development manager with over 35 years of experience in electronic components, working with international manufacturers and pan-European distributors. Expertise in market development, strategic account management and relationships with manufacturers and suppliers. Experienced in budget management, coordination of sales agents and distributors, and sales team training. Based in Milan, with an established presence in Lombardy, Emilia-Romagna and Marche and over 200 active customers. Currently Sales Account Manager for DSPM TLC and a consultant to TECHBOARD GROUP and ALUTHERM.

Core Competencies

- Business development and B2B sales: identifying opportunities, acquiring and retaining customers, and developing key accounts.
- Partner management: manufacturer and supplier relations, identifying new brands, and developing sales channels and export markets.
- Sales management: commercial planning, budget management, market and competitor analysis, and sales team support and training.
- Technical and consultative selling: requirements analysis, solution selection with suppliers, quotations, samples and qualification support.

Professional Experience

Sales Consultant | TECHBOARD GROUP

July 2025 - present | Lombardy, Italy

Develop business for printed circuit boards (PCBs) and printed circuit board assembly (PCBA). Work with design engineers and purchasing teams on requirements from prototyping through to production.

Sales Consultant | ALUTHERM S.r.l.

July 2025 - present | Lombardy, Italy

Develop sales of heat sinks for electronic boards and extruded aluminium profiles. Gather application requirements and work with the supplier to identify thermal management solutions.

Sales Account Manager | DSPM TLC

March 2024 - present | Milan, Italy

Manage and develop industrial electronics accounts. Support the selection of active and passive components, RF and microwave products, displays, optoelectronics and fibre optics. Coordinate quotation requests and subsequent sampling and supply activities.

Previous role: Sales Engineer | October 2023 - March 2024. Marketing and sales activities, customer retention and development, and identification of new partners and suppliers.

Sales Representative | Sirio Elettronica

December 2022 - July 2023 | Lombardy, Italy

Developed business in Lombardy and managed relationships with customers and suppliers.

Earlier Professional Experience

Account Manager | Special-Ind S.p.A.

October 2019 - January 2022 | Milan, Italy

Managed key accounts directly and developed business within a pan-European electronic components distributor. Delivered sales and marketing activities for assigned product lines, analysed customers and competitors, managed manufacturer relationships and identified new partners. Managed the assigned budget, supported sales colleagues and provided regular training for the division.

Sales Manager | Elitalia S.r.l.

May 2008 - October 2019 | Settimo Milanese, Milan, Italy

Held sales responsibility for the distribution of electromechanical and passive components. Developed and supported the sales agent network, conducted joint customer visits and directly managed strategic accounts. Identified new partners, promoted products and coordinated sales activities to meet targets.

Sales and Marketing Manager | Primex International Marketing

January 2000 - April 2003 | Tewantin, Queensland, Australia

Led marketing and sales for electronic components and PCBs serving the industrial electronics market. Set up a business unit in Australia and developed sales territories and distribution channels.

Export Manager | Murata Elettronica S.p.A.

April 1988 - March 2000 | Caponago, Monza and Brianza, Italy

Developed sales and marketing in Mediterranean export markets for passive electronic components. Managed sales agencies and distributors, visited strategic customers, strengthened customer relationships and introduced new components, contributing to revenue growth in the assigned territories.

Senior Technical Sales Engineer | Rotork Controls Inc.

January 1986 - March 1988 | Assago, Milan, Italy

Handled technical sales to major companies in the oil and chemical industries and carried out technical installation work.

Product Expertise

Passive and electromechanical components, interconnects, temperature probes and protection devices, resistors and trimmers, and wound components. Discrete and power semiconductors: diodes, thyristors, IGBTs and SiC MOSFETs. 32-bit ARM Cortex microcontrollers, drivers, and NAND and NOR Flash memories. Embedded solutions, standard and custom displays, RF and microwave products, optoelectronics and fibre optics. PCBs, PCBA, thermal interface materials and aluminium heat sinks.

Education and Training

Technical Secondary School Diploma in Electronics (Perito Industriale) | Istituto Tecnico Solferino, Milan, Italy | 1981

Sales and Marketing Course | Murata | 1992

Languages and Digital Skills

Italian: native. English: full professional proficiency. Spanish: limited working proficiency. French: basic proficiency.

CRM systems and digital tools for sales activities; Windows and macOS environments.

Interested in Sales Manager, Business Development Manager and Key Account Manager roles, through employment or professional consulting and commercial partnerships.