

# Pietro Todescato

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## PROFESSIONAL EXPERIENCE

### DATALOGIC USA INC. USA

Eugene OR,

**FRS Business Unit General Manager**, reporting into the CSOO

**1/2022 to Present**

Responsible for the business unit P&L, strategic positioning, and product development roadmap. Supervises 46 associates including R&D, Product Management, Technical Support and Program Managers to achieve budget revenues and gross margins.

***Selected Accomplishments:***

- Supported current sales and marketing activities while developing the next generations of products
- Engaged key customers to achieve proper partnership for the next generation of retail solutions
- Reviewed and aligned product cost to the current market situation
- Addressed special pricing on a daily basis
- Supervised the generation of substantial IP

### DATALOGIC USA INC. USA

Eugene OR,

**CTO**, reporting into the CEO

**1/2017 to 12/2022**

Responsible for the company roadmap, including 50+ product development programs in 7 different categories (including Product Marketing and R&D). Supervise 400 + engineers and product managers to achieve competitive products on-time on-budget.

***Selected Accomplishments:***

- Supported current business while developing the next generations of products
- Drove the market requirement discovery phase to identify the few critical needs
- Defined and negotiated the product roadmap with the business
- Enforced the development process through the entire organization aiming at the company strategic goals
- Directly managed key technological alliances
- Supervised the generation of substantial IP

### DATALOGIC ADC INC. USA

Eugene OR,

**CEO and CTO**, reporting into the Datalogic Group CEO

**6/2015 to 12/2016**

Selected to grow the business world-wide (at 2x the market growth), while providing record free cash flow.

***Selected Accomplishments:***

- Reached above 20% EBITDA mark each year, with double digit revenue growth
- Negotiated key agreement with much larger competitors to ensure the lowest possible business risks
- Maintained the wallet share in 9 of the 10 top U.S. Retailers, while preparing the strategy for the penetration of the 10th
- Managed the TWC below 15% while supporting sales on 70+ product lines
- Achieved a <2% people turnover
- 2 critical technology building blocks were made available to the entire company

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**DATALOGIC ADC INC.****Eugene OR,****USA****CTO, reporting into the Datalogic Group CEO****1/2011 to 6/ 2015**

Handpicked to manage a company-wide effort to achieve significant "Innovation" and a specific strategic program directing a 30+ person super team.

***Selected Accomplishments:***

- Defined and promoted a process to identify and select the company's strategic technologies priorities
- Defined the technology roadmap for the entire group
- Evaluated research grant offers from several countries
- Member of the acquisition team to establish a larger footprint in APAC
- Supervised the generation of substantial IP

**DATALOGIC SCANNING INC.****Eugene OR,****USA****Hand Held Scanning General Manager, reporting into the President and CEO****4/2007 to 1/2011**

Selected to manage a \$100M+ business unit, after the merge of the Italian company with a larger American company. Challenged to turn around the product portfolio while gaining significant market share. Directed a 100+ person team, with full P&L responsibility managing marketing, R&D, Technical Support, Documentation and pricing.

Achieved explosive sales growth in 2010, while growing direct margins.

***Selected Accomplishments:***

- Revitalized the entire product portfolio developing and launching 4 new product platforms, which delivered more than 30 new models. Significantly increased the intrinsic profitability of the business unit phasing out aging products
- Re-defined the material normalization process to reduce the number of class A materials
- Won projects with 4 of the top 5 worldwide retailers, using the customer intimacy approach
- Refined the GTMM according to the geographical market differences and the local company's competitive strength
- Successfully executed a CKD (complete knock down) policy for some difficult to penetrate markets

**DATALOGIC S.P.A.****Bologna, Italy****Advanced Development Director, reporting into the CTO****2005 to 2007**

Following a company restructuring, I was asked to lead a small but highly competent team to developed breakthrough technologies and new product categories, using both internal and external resources. Secured strategic relationships with key technological suppliers and provided much needed defensive IP against major competitors.

***Selected Accomplishments:***

- Developed a breakthrough portable terminal, setting a new reference point in the market for price/performance and weight/performance ratios, using a 3-person strong team and external companies based in Asia
- Led a "tiger team" to define and execute an industrial design "Family Feeling" alphabet for the entire company, using mainly outside resources
- Provided the entire company a key software component addressing specific innovation in the image processing world

**DATALOGIC S.P.A.****Bologna, Italy****VP Hand Held Business Unit Manager, reporting into the CEO****2001 to 2005**

I was asked to quickly return in Italy from the US, to manage the development of the business unit, growing the revenues from < \$25M to >\$65M, defining a channel friendly policy and a relentless product development schedule. The BU sold hand held devices

and portable data terminals, achieving the leadership position in Europe in one product category and achieving position #4 in the portable terminals. I managed the product marketing, R&D teams and technical support. KPI included revenues, GM and TWC. I was a key member of the team that led an IPO of the company to the Italian stock exchange. Achieved industry record EBITDA in 2004 and 2005.

***Selected Accomplishments:***

- Converted an unprofitable R&D center into a solution provider
- Started from ground up the portable terminal division, identifying key markets and key products
- Introduced the two most popular hand held readers in the EMEA market
- Started the first supply chain relationships with an Asian supplier

**DATALOGIC INC.**  
**USA**

**Hebron KY,**

**President, reporting into the BoD**

**1998 to 2001**

Established a completely new subsidiary for the Americas with the mission of promoting and selling bar code devices in that market, where the company was almost invisible. The company started with sub \$6M in sales in 1998 and in 2001 it achieved a \$13+M revenues. Achieved a good balance between direct and indirect customers which supported compensating for project fluctuations. Established the brand as a viable supplier in Tier1 B2B.

***Selected Accomplishments:***

- Acquired substantial market share in the Transportation and Logistic market
- Started a channel program which, in the following years, delivered substantial results
- Greatly enhanced the brand notoriety in the NA market, pursuing the customer intimacy concept

**DATALOGIC S.P.A**

**Bologna, Italy**

**Hand Held Business Unit Manager, reporting into the CTO**

**1991 to 1998**

Established the company as a viable player in the Hand Held market, first in EMEA and then in APAC. Actively managed some relationships with competitors to obtain some key technological building blocks. Supported a major HR initiative to transform the company from a flat organization to a structured managerial organization.

Achieved the BoD support to dramatically increase the technological competence of the unit, through two European Community sponsored projects, ultimately achieving sales in excess of \$30M.

***Selected Accomplishments:***

- Achieved consistently double digit EBITDA
- Emerged from a “no position” in the market to the number two position in Europe and number 4 worldwide
- Won the 1997 Annual Design Awards with the DLL5010 product
- Supported and implemented a total quality organization, with the introduction of Stage & Gate processes

**OLIVETTI ADVANCED TECHNOLOGY CENTER**

**Cupertino CA, USA**

**Advanced Development Manager, reporting into the President**

**1987 to 1991**

I was hired to quickly improve the technological position of the company which at that time enjoyed a good market position, but a weak technological footprint. In Cupertino, I managed a team of 11 designers signing off successfully 3 complete chip sets. The ASICs were deployed in 3 quick to market products. I personally defined new system architectures to pursue the “faster – cheaper” paradigm, pursuing the vertical integration of subsystems as opposed to the maximum prevailing dominant flexibility architecture.

**Selected Accomplishments:**

- 3 chip sets for AT, PS2 and 486 architecture
- Implemented the first system validation process, using hardware modeler, hardware accelerators and standard simulators

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**TELETTRA S.P.A**

**Bologna, Italy**

**Digital Design Engineer**, reporting into the digital design manager

**1980 to 1987**

Hired before the graduation, the main task was to provide the company with state of the art fault tolerant computing platforms. Quickly advanced to the position of supervisor of advanced development. Spearheaded the development of a key ASIC to achieve the smallest and fastest computing platform of the company.

**Selected Accomplishments:**

- Hardware designer of the first microprocessor based fault tolerant computer, with warm back-up
- Designed the first single board computer with warm back up in the company

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**Education**

Bologna State University – Bologna, Italy

**Electronic Engineering Degree**, 1980

Major: Computer and Digital Electronics

Università Bocconi – Milano, Italy

**Short MBA**, 1989

MIT workshop – Boston, MA

**Workshop “Managing Innovation”**, 1999

Chicago Booth – Chicago, IL

**Workshop “New Product Innovation, Development and Implementation Strategies”**, 2011

**Holder of seven patents**

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**Directorships**

Member of the Board of Director of IP Tech S.r.L	Director	(April 2014- Present)
Member of the Board of Director of Datalogic S.r.L	Director	(April 2014- Present)
Datalogic Holdings Inc.	Officer (CTO)	(April 2014- Present)

Member of the Board of Director of CAEN

Director

(2016- Present)

Member of the Board of Director of Mobilead

Director

(2017- Present)

