

VENORA Andrea

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EXECUTIVE SUMMARY

I have 20 years' experience in **Energy** working in **Europe, North America** and **Middle East** and holding **global roles** for several years. I have studied and worked in **multicultural environments**, living in 3 continents and **fluent in 4 languages**. I developed a self-starting and dynamic attitude towards leading **International Sales**, Business Development and **Service**. I have worked in both traditional (thermal and Oil&Gas) and renewable energy (hydro, wind and solar). I hold an International **Executive MBA** at EQUIS accredited Bologna Business School in Italy and a **Master of Science** in Wind Energy at TU Delft in the Netherlands. I am passionate about **Leadership, Business Development** and **Culture**.

PROFESSIONAL EXPERIENCE

2016 – current **Voith Group of Companies, Energy sector**

2025 - present
Canada

VOITH HYDRO – Head of Service OPEX – North America

- Leading Service Line OPEX for Transactional Business in North America (50 MEUR volume)
- Leading 4 sub business lines (Spares, Long Term Service Agreements, Generator Repairs, Cross-Selling) with direct reports for each function
- Leading 12 Service Manager for transactional business (4 in Canada, 8 in USA) with functional reporting (matrix organization)

2024 - 2025
Italy/Germany

VOITH HYDRO - Global Product Manager - Service

- Responsible for the business case OPEX related to Service
- Supporting Service Hubs activities worldwide, including business development
- Creating the Go-to-Market strategies for specific regions and countries (e.g. Africa and Portugal)
- Market analysis and positioning for new services (like Sediment Care Program)

2022 - 2024
Italy/Germany

VOITH HYDRO - Global Product Manager - Digital

- Leading Project SENSE, a Digital Lifecycle HUB for hydropower asset inspections
- Creating the Global Go-to-Market strategy, including marketing, pricing, positioning, etc.
- Business development and Sales activities, including technical and commercial proposals

2018 - 2022
Italy

VOITH TURBO - Area Sales Manager

- Sales and Business Development of Variable Speed Drives and Turbo Gears for the Italian, Spanish and Dutch markets; achieved the first reference for H-class Combined Cycle PP in Italy
- Writing technical and commercial proposals following stringent Oil&Gas specifications
- Key account activities and strategic partnership management with OEM Pump Manufacturers
- EMEA Business Development responsible for Digital products in Oil&Gas and successfully landed a strategic partnership with an OEM to deliver an integrated monitoring system

2016 – 2018
Dubai, U.A.E.

VOITH TURBO - Sales Manager

- Sales and Business Development of Variable Speed Drives and Turbo Gears in Egypt, Kuwait, Oman and Qatar, leading partners and agents, including lobbying activities. Completing major Energy companies' supplier registrations within planned deadline and achieved the highest single order in EMEA region of 16M €
- Promotion activities including Forums, Exhibitions, Customer's days, Conferences, etc.

2015 – 2016
Dubai, U.A.E.

Dynaflo Research Group – DMCC branch Oil&Gas Sector
Branch Manager

- Management activities, including set up of the branch, administration, HR, P&L, etc.
- Business Development and Sales for U.A.E. and Omani markets, including field services

- 2012 – 2015
Italy
- General Electric Int. Inc.** *Energy Sector*
Lead Field Service Engineer
- Site Team Leading and Technical Advisor for Gas Turbines, Generators and Compressors
- 2010 – 2012
The Netherlands
- Ecofys b.v. (ENECO)** *Energy Sector*
Wind Energy Consultant
- Wind Energy consultant and Project Manager for consulting projects in Wind Energy

EDUCATION

- 2018 – 2020
Italy
- Bologna Business School**
International Executive MBA
- Executive Master in Business Administration focusing on Digital Transformation
 - Subjects: Big Data Analytics, Digital Platforms, Industry 4.0, Digital Marketing, Marketing, Business Design, Digital Product Development, Leadership
- 2012
NY, U.S.A.
- GE Energy Learning Center**
Power Generation Service Professional Training
- Field Service Engineers specialized in Gas Turbines and Generators
- 2006 – 2009
The Netherlands
- Delft University of Technology**
Aerospace Engineer, M.Sc.
- Master of Science in Wind Energy at Faculty of Aerospace Engineering
- 2002 – 2006
Italy
- Università degli Studi di Pisa**
Aerospace Engineer, B.Sc.
- Bachelor of Science in Aerospace Engineering at Engineering Faculty

LANGUAGES **Italian** (Native), **English** (Fluent), **Spanish** (Fluent), **Dutch** (Fluent)

INTERESTS **Sports and Hobbies:** Watchmaking, fitness, yoga, radio, dancing, languages and traveling

Licenses: European Car Drive License B