

## DATALOGIC INDUSTRIAL AUTOMATION APPOINTS ALBERTO BERTOMEU VP AMERICAS AND GM GLOBAL IDENTIFICATION & SYSTEMS BUSINESS UNIT

*Bologna - September 2<sup>nd</sup>, 2014* - In the transformation of the Industrial Automation business, America definitely plays a critical role. Datalogic seeks profitable organic growth in this region in order to support its strategic and business priorities. The strengths to be leveraged include: a broad range product portfolio along with strong expertise in imaging & laser technologies, and continuous investment in R&D together with breakthrough innovation. As well, there is need for a “market oriented” (verticals) approach aimed to raise Datalogic brand awareness, customer intimacy and to improve market penetration in North and Latin America.

To lead this new chapter in the evolution of Datalogic Industrial Automation, we are delighted to announce, effective September 1<sup>st</sup>, the appointment of **Alberto Bertomeu** as **Vice President IA Americas and General Manager Global ID & Systems BU** reporting directly to Valentina Volta, CEO Datalogic Industrial Automation.

*“Alberto’s extensive experience in our industry and successes in sales, market development, strategic planning and product marketing for the industrial automation verticals will bring a new dimension to our business” – said **Valentina Volta** – “Thanks to the strong leadership of Alberto and his industry knowledge we will be able to expand our market share in the Americas and will strengthen our position in the world of Identification”.*

**Alberto Bertomeu** joins Datalogic from Sick USA, where he was President of Sick, Inc. for North America. During his tenure at Sick he spent 12 successful years in progressive roles growing the organization to a #1 overall market leading position in the Transportation & Logistics segment. Alberto transformed a reactive, master distributor subsidiary business model for the German parent company into a full-fledged business including manufacturing, R&D, program & project management, multi-channel sales and vertical marketing organization. Besides acquiring and successfully integrating two companies and divesting non-core businesses/technology, he managed the geographic expansion into Mexico and Canada with double digit growth and profitability.

Prior to Sick, Alberto spent over nine years at Honeywell International as Distribution Market Manager, Marketing Manager and Director of Commercial Building Controls. The Honeywell experience goes back even further to a 6 year tour of duty in Germany as Product Manager and Export Sales Manager. In his professional early days he also served as Sales Manager at Telenorma/Bosch Latin America.

Alberto earned a Bachelor Degree and a Master in Telecommunications Engineering as well as a Master in Business Administration from Kellogg/Northwestern University. He speaks fluent English, German, Spanish and French. A US citizen from Germany with origins in Catalonia (Spain), Alberto live with his family in Minnesota from several years.

