

# curriculum vitae

Thomas Sebastiano  
12 Rosemead  
Bridge Road  
Chertsey  
Surrey  
KT16 8JJ

T: 01932 562158  
Mob: 07711 828900  
email: sebastiano@inbox.lv  
D.O.B: 9<sup>th</sup> August 1967  
Married with two children  
Clean UK driving licence

## personal profile

With a varied working experience from printer on the factory floor to sales director, managing sales, staff and a two million pound turnover company, I have acquired many skills relevant to any customer focused sales business. I am a self-motivated individual able to control and organise working routines, focusing on client requirements, and building good business relationships. I believe in selling with integrity, honesty and professionalism, giving customers a point of contact they can trust and rely on for first class service.

## key skills and achievements

- Experienced in technical based sales
- Quick and able to understand new products, working techniques and procedure
- Organised, reliable and able to make decisions
- Proven record of acquiring new business combined with maintaining and growing existing business
- Consistently understanding client requirements and balancing these with one's own organisations objectives
- Building profitable and loyal relationships with customers; some lasting many years

## career history

*February 2008 – Present*

### **General Manager at AJ Darling**

Managing a team at this busy signage company which my previous employer purchased, I oversaw the delicate transaction from family run business of 60 years to new owners. Integrating our existing technology and procedures and combining two client bases to fuel growth. I am responsible for client sales and accounts, staff and general running of the company. I have autonomy and answerable to the Managing Director who works off site.

I am still involved with creative concepts and proposals and regularly use design software to produce designs for projects, I am competent with CorelDraw, Adobe Illustrator and Photo shop and use both PC and Apple Mac. However still the core part of my role is client work, meeting and site visits and a creative understanding of client needs as well a completing commercial and profitable deals on a daily basis.

*April 2006 – February 2008*

### **Account Manager at Expo Fx**

Working at an exhibition, graphics and signage company, my role was varied and responsibilities extensive. Evolved primarily with clients (including large corporate and proprietors of small to medium business), designing proposals for signage, exhibitions and large format graphics. Estimating and working with design packages to produce layouts and artworks, leasing with production to meet client expectations through to supervising installations and invoicing.

I'm expected to increase client profitability; working to differentiate our offering in this competitive market our strengths lay in client contact and consultancy style sales, building trust and client loyalty. A fair proportion of my time involves visiting clients, as our work requires close working relationships to achieve satisfactory results.

*December 2004 – March 2006*

### **Delicatessen at Salumeria Sebastiano**

In order to motivate a career change I followed a passion for food, by opening a delicatessen selling Italian and continental foods. I learned many new skills and developed old ones during this period. Most importantly I kept on selling: to some very discerning customers, building relationships with regulars through talking about high quality products, adding value to these relationships with my interest and knowledge of Italian food. As I worked on my own I had to be disciplined and reliable; organising supplies, doing accounts and maintaining a clean, trustworthy food business. I hoped that it could fulfil a long held interest that I have in fine Italian foods but it became evident to me that the market for delicatessens had been infiltrated by café's (sandwich/coffee shops) this held no interest for me so I therefore sold the business.

*October 2003 – November 2004*

### **Sales Executive at MGP Chromocraft**

Developing new business at a commercial litho printer based in Maidenhead, Berkshire. I was grateful to find that a number of clients followed me, as they valued our working relationship. I also generated new business including working with the BBC and Sony. I achieved over £300,000 sales in this time. Left to start Delicatessen.

*August 1997 – August 2003*

### **Sales director of Quest Print Technology**

In 1996 together with two partners I planned and executed the new start up of Quest Print Technology. As well as personally part financing the start up I was strongly involved in many tasks required for the launch. Once trading started in August 1997, my main role was to develop and expand the client base, researching and finding new business.

During the period 1997 to 2003 Quest grew from the original nine employees to over twenty and our turnover grew to £2.1 million.

In 2000 we acquired a new six-colour B1 press and invested in computer to plate technology. I formed a sales team of 3 to cater for this expansion. We enjoyed good success and further growth. I was also instrumental in all discussions and planning at the company as well as personally having a sales turnover in excess of £600,000.

Other important roles that I performed were

- Production management, introducing procedures and protocols
- Estimating
- Planning and purchasing of plant and equipment
- General issues of insurance, office computers, IT and suppliers
- Recruitment and Interviews

After six years my personal visions for the future of Quest Print Technology differed to that of fellow board members, I felt that my future objectives would be best achieved in a new environment.

*October 1996 – June 1997*

### **Print and Production Buyer at one2one (T-Mobile)**

A nine-month contract, overseeing all aspects of litho print purchasing at the head office in Borehamwood, Hertfordshire. Working in the marketing communication department, I was part of a five-person team. My brief was to modernise the litho print purchasing database and review protocols as well as the 'day to day' print buying. During this period one2one introduced the UK's first pay as you go mobile phones, together with their corporate advertising agents I developed the print guidelines for this important new product.

*May 1996 – October 1996*

### **Travelling**

Alone by motorcycle I covered 14,000 miles in six months. I visited ten countries as far south as the Greek islands and north as Poland. I wrote an account of my trip that was published by an Australian motorcycle magazine.

*October 1987 – May 1996*

### **Sales Executive at Alderson Brothers Printers**

Developed a client portfolio of corporate end users and advertising/design agencies over nine years. I achieved personal sales of £800,000 in my last year there.

*January 1987 – October 1987*

### **Print and Photography Buyer at Brand and Farmer Advertising**

Working for Wimbledon based advertising agency in production.

*July 1986 – December 1986*

**Printer at Alderson Brothers Printers**

Operating Heidelberg GTO

*November 1985 – July 1986*

**Printer at Staines Printing Co.**

Operating Ryobe and AB Dick

## qualifications and education

1984 – 85      London College of Printing – Diploma in Reprographic Techniques

1983 – 84      Istituto Professionale di Artigiano e Industria, Reggio Emilia, Italy  
Diploma di fotolitografia

## interests

I like to read modern history and European culture. I enjoy films and cinema and I love to cook and eat regional Italian food. I like automotive design and engineering with a particular interest in Formula 1 racing.

## further details

Born in Woking, Surrey. I'm fluent in Italian and have a basic understanding of Spanish. I have lived in the United Kingdom all my life except for 3 years in Parma, Italy as a teenager.

**Personal and professional references available on request.**