Riccardo Piersantelli



COO & General Manager | Interim or Permanent Executive Leadership | Strategic Execution & Business Transformation

Romania-based | Available for national and international assignments | +40 728 141 277 | r.piersantelli@noventiaservices.ro

EXECUTIVE PROFILE

COO and General Manager with over 25 years of international experience, based in Romania since December 2007, across operations leadership, general management, business transformation, operational start-ups, reorganization, international development and complex business environments.

Known for entering complex business environments, working directly with ownership and management teams, and converting strategic decisions into operating structures, processes and daily execution. Available for interim/ad interim and permanent executive roles, with a pragmatic approach focused on building real organizational capability.

CORE SKILLS

Executive Operations Leadership | General Management | COO / Interim Management | Strategic Execution | Business Transformation | Industrial Implementation | Operational Restructuring | Startup & Scale-up Structuring | Corporate Reorganization | Manufacturing & Production Coordination | Workforce & HR Management | Procurement & Supplier Management | Cost Control & Performance Discipline | Governance & Ownership Alignment | Compliance, ISO & Regulatory Coordination | International Business Development | EU Funding Coordination

PROFESSIONAL EXPERIENCE

Strategic Consultant & Interim COO - Industrial Implementation & Governance

Confidential company specializing in rainwater drainage systems | Pitesti, Romania | Jan 2023 - Mar 2026

- Entered the company during a critical industrial implementation phase, with unclear roles, incomplete operating processes, limited KPI/cost control, procurement gaps, HR structure to be built and alignment issues between ownership and management.
- Built the company's operating structure from scratch, creating functional coordination across production, quality, procurement, finance, HR, administration, commercial activities and ownership governance.
- Supported the operational setup of production flows and daily production coordination, while directly driving delivery planning, supplier/procurement coordination, operating procedures, cost and waste reduction, HSE compliance, and initial ISO certification and renewals.
- Built and coordinated the procurement function, covering supplier scouting, negotiation, purchasing, import/export, raw materials and components, machinery/equipment sourcing, transport coordination and supplier relationship management.
- Created the HR and organizational framework from scratch, defining roles, responsibilities, reporting lines, job descriptions, onboarding/training processes, internal rules and labor/payroll coordination.
- Provided hands-on financial coordination and cost control support, including banking relations, accounting/administration alignment and the reorganization of previously fragmented financial workflows.
- Coordinated ISO 9001:2015, ISO 14001 and OHSAS 18001 certification from scratch and subsequent renewals, following every stage of implementation, procedures, documentation and compliance.
- Helped transform an unstructured industrial project into an operational company with autonomous structure, stabilized execution, improved governance, cost/process control and ISO certification from scratch with subsequent renewals.

Independent Senior Consultant & Interim Executive - Operations, Startup and International Business Development

Romania / EU / International | Jun 2008 - Nov 2022

- Supported companies through startup, restructuring and relocation phases, entering operationally into the business to structure processes, evaluate investments, coordinate procurement, support EU funding workflows and develop international opportunities.
- Coordinated corporate relocation and Romania market-entry projects, aligning legal, fiscal, real estate, professional and operational workstreams to support business setup and local execution.
- Coordinated operational real estate workstreams for relocation projects, including site search, lease/purchase negotiation, due diligence support and evaluation of land, warehouses and offices.
- Managed and coordinated EU-funded project workflows as part of broader business structuring and investment-support assignments, leading internal and external teams across eligibility assessment, business planning, feasibility, documentation, reporting and stakeholder coordination.
- Provided services to Technip on several refinery-related 2 Years Spare Parts Procedure projects, supporting the commercial and technical-engineering validation of spare parts and coordinating supplier, commercial and operational interfaces.

Selected Projects

SaaS Business Solution - Italy Market Entry Lead | 2017 - 2022

Led Italy market-entry and international business development activities for a SaaS business solution, coordinating positioning, commercial strategy, partnerships and cross-market development over a multi-year assignment.

Horeca Startup Project | Romania | 2016 - 2022

Structured a Romania-based Horeca business from scratch, coordinating setup, sourcing, commercial positioning and day-to-day operational launch.

General Manager - Fashion, Retail & Apparel Manufacturing Transformation

Romania / Bulgaria | Jan 2014 - Jan 2016

- Managed fashion, retail and apparel manufacturing operations across Romania and Bulgaria, overseeing 250+ employees and coordinating production reorganization, crisis management and production transfer activities.
- Strengthened the Bulgaria production site, supporting production capacity, operational coordination and execution discipline.
- Improved business performance through production reorganization, cost reduction, delay reduction, quality improvement and stronger operational control.
- Supported revenue growth through major retail distribution contracts and production coordination for client/private-label fashion brands.
- Structured and launched multi-corner fashion accessories points of sale, building the model from scratch across positioning, operations and rollout planning.
- Reorganized and directly managed a Romania-wide retail sales network of approximately 12 sales representatives after the replacement of the commercial director, introducing structured reporting, field controls, training and performance discipline.

General Manager - Workforce Solutions & Corporate Reorganization

Romania / Italy / France | Jan 2007 - Jan 2014

- Managed workforce solutions operations across Romania, Italy and France, specializing in construction, transport, CNC vertical operators and MIG/MAG/TIG welders, with responsibility for a dynamic workforce of approximately 200 people across internal staff and personnel assigned to client sites.
- Led end-to-end operations covering recruitment and selection, client contracts, administration, payroll, labor documentation, transport/accommodation for personnel abroad, commercial activity, institutional relations, P&L/budget control and issue resolution with clients and workers.
- Secured the operational licenses required under European labor regulations.
- Reorganized the company structure and stabilized operations across international workforce supply activities.

European Operations Manager - Ceylinco Fast Cash International Money Transfer Project

Rome / Singapore / Dubai / Colombo / Bucharest | Jan 2006 - Jan 2007

- Led European operations for the Ceylinco Fast Cash international money transfer project across multicultural and multi-country environments.
- Coordinated operational setup, EU AML compliance, network launch, security configuration and IT infrastructure deployment with NCS Singapore.
- Managed cross-border coordination between business, technical, compliance and security stakeholders.

Business Development Manager & Managing Director - Security, Technology & Group Operations

Italy | Apr 2000 - Sep 2006

- Built and launched operational branches across Italy from scratch, covering setup, administration, staffing, procedures and local execution.
- Held group-level operational responsibilities across a network of 39 companies in Italy, with direct and indirect coordination of operational, administrative and HR assignments.
- Managed group HR responsibilities for a large national workforce during a dedicated period.
- Led technology/security innovation projects, including the acceptance by the Rome Police Headquarters of an early satellite/geolocation control project for ticketing services.
- Coordinated security and technology programs for airports, hotels, ports and high-sensitivity clients, acting as liaison with the U.S. Consulate and Italian Police authorities on anti-terrorism-related security activities.
- Supported the operational management of one of Italy's largest cash-counting facilities, with partial responsibility for process, security and administrative coordination.

EDUCATION

Bachelor's Degree / Licenta in Economic Sciences, Economics and International Business - Dimitrie Cantemir Christian University, Brasov | 180 ECTS

CERTIFICATIONS

- Project Manager - Romanian Ministry of Labor / Education
- EU Structural & Cohesion Funds Access Expert - Romanian Ministry of Labor / Education
- Certified Romanian-Italian Translator, Economic Sciences - Romanian authorities

LANGUAGES

Italian: Native | Romanian: Professional / Fluent | English: Professional working proficiency

MILITARY SERVICE

Reserve Officer, Italian Army