



## SHORT BIO

Born with dual Italian and German citizenship, thanks to my international education, I took on positions of responsibility from a young age.

In 1996, I joined Agfa Gevaert as an intern, where I held international positions in change management over the course of nine years, focusing on business process reengineering, sales force automation, and business analysis. In 2003, at the age of 29, I became Director of the Agfa Photo Italia Business Unit, with a turnover of €38 million and a staff of 60 people. In 2010, I joined Johnson Controls as Director of Marketing HVAC Service for Europe, where I conceived and launched ECONEO, a service based on LEED principles focused on energy saving. In 2012, I was promoted to General Manager for Switzerland, based in Geneva. In 2014, I left Johnson Controls to start my own business, founding a digital communications agency with my sister.

In 2018, I re-joined the corporate world as Sales Director for Southern Europe, then Business Development Director for Europe at Automated Logic (which later became part of the Carrier group).

End of 2022, I accepted the challenge of leading the organizational transformation of a rapidly growing agricultural cooperative in the B2B frozen vegetable sector, with two factories, over 300 employees, and 760 farmers (covering over 8,000 hectares). In 2025, a cycle of renewal was completed, and the group's leadership resumed the reins with the determination necessary to tackle a complex restructuring that could no longer be postponed.

## EXPERIENCE

2026 **Jour Fixe**

2023 **Orto Verde / Covalm**

General Manager (Senigallia / Rotella)

**Carrier, Automated Logic**

2020 Business Development Director Europe based in Ancona

2018 Sales Director South Europe based in Milan

2014 **nice&nesty – we dress you up for business**

Owner based in Milan

**Johnson Controls, System and Service**

2013 General Manager CH, Geneva

2011 Marketing Director HVAC Service Europe, Essen

2010 Operations Director DACH, Essen

2008 **Fabriano Boutique (Fedrigoni Group)**

International Sales & Marketing Manager based in Munich

2004 **Siad Group Srl**

CEO and shareholder based in Milan

**Agfa Gevaert**

2003 BU Director, Agfa Photo Italy based in Milan

2001 CRM & Business Analyst Europe based in Leverkusen

1999 SAP Project Team Leader DACH based in Antwerp

1996 Sales Admin & Customer service based in Milan

## SKILLS

- General Management
- Digital Transformation
- Business Development
- Marketing & Communication
- People coaching

## EDUCATION

2018 Professional Coach (Milan)

2013 Chinese language HSK2

2011 LEED® Green Associate

2009 Executive MBA at MIP/ Politecnico di Milano

2004 Advanced Industrial Marketing Strategy, INSEAD

2001 Dr.Rosenkranz – Gruppendynamik (Muenchen)

1996 Bachelor in Business Administration, Ludwig-Erhardt Schule (Karlsruhe)

1994 Diploma at Deutsche Schule Mailand (Milan)

## CONTACT



+39 342 838 1640



caeciliehechtel@gmail.com



Via Mulino di San Filippo 11, Polverigi (AN) Italy