

# Hector Barresi

Partner; Interim Chief Strategy Officer, Chief Product Officer



## CONTACT DETAILS

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## RELEVANT EXPERIENCE

Hector Barresi is a highly accomplished senior executive with more than two decades of experience in Industrial Product Development & Management, Digitalization, and M&A around the world. Some highlights of his experience include:

**Chief Product Officer, IDEX** – Hector built the global Product Management team located in the US, EU and India. In this role, he created and launched world-wide the most advanced IoT and cloud-based B2B Digitalization project for this industry. This state-of-the-art smart connected machinery platform featured advanced UX & UI, remote monitoring AI based predictive maintenance for fleets of thousand of global devices.

**VP of Product Management, IMI Precision** - Hector transformed the global Product Management organization with a focus on customer needs and innovation. He created and commercialized Industrial Automation and Smart Factory solutions and launched a full line of IoT Electric Actuators for industrial applications. With focus on Motion Control, Process Automation, IoT, AI, and Robotics, he added 20 new products to the road map.

**Global Product Marketing Director, Brüel & Kjær Vibro** – Located in Germany, Hector was responsible for Global Product Management and Strategic Planning, Selling Condition-Monitoring and Predictive Maintenance Solutions & Services for rotating machinery, in the Wind and Thermal Energy, O&G and Chemical markets.

Hector has also run Product Management at **GE** for Wireless Sensors, Wind Turbine Monitoring and Turbine Control. He was responsible for global product and strategic marketing at **Danaher Water Analyzers**. He began his career at **Honeywell**, where he led the team that created the “first industrial wireless sensor in the world”, and received two “Best Product of the Year” awards by Frost & Sullivan and Control Engineering.

Hector holds a BS in Electrical Engineering and an MBA. He is certified in Six Sigma and Hoshin Kanri and consults in English, Spanish, Italian, French, and Portuguese.

## PERSONAL STATEMENT

I assist CEOs of mid-size industrial companies, executive boards, and private equity firms in developing and executing revenue growth strategies that rely on highly differentiated innovative products and exceptional teams, leveraging my deep understanding of industrial markets, innovation, and organizational leadership. My focus on revenue growth is complemented by my expertise in M&A due diligence, post-merger integration, and value creation through business transformation, effective organizations, and talent retention.

I have a long international track record from living in six countries in Europe and the Americas driving profitable revenue growth. I have built and led several effective organizations worldwide that consistently exceeded their business goals.

## PRACTICE FOCUS

### GROWTH STRATEGY

- Product Management
- Strategic Planning
- Business Model
- Go-to-Market Planning
- New Market Entry & Expansion
- Product & Services Portfolio Planning
- Product & Services Delivery Strategy
- M&A
- Strategic Alliances

### MARKETING SERVICES

- Brand Building
- Content Marketing
- Product Marketing Management
- Pricing

### SALES

- Account Based Marketing
- Pipeline Forecast Management
- Distribution Strategy

### PRODUCT & EMERGING TECHNOLOGIES

- IoT / Cloud
- AI / ML
- Digitalization
- NPD, NPI
- UX / UI

## SECTOR EXPERIENCE

### INDUSTRIAL PRODUCTS & SERVICES (B2B)

- Voice of the Customer
- Innovation / New Product Development
- Change Management
- Industrial Automation / Process Control
- Smart Factory
- Intelligent Connected Machinery
- Construction & Engineering
- Electrical Equipment

### INDUSTRIES

- Oil & Gas
- Chemical / Petrochemical
- Wind Energy
- Thermal Power Generation
- Food & Beverage
- Manufacturing

### SOFTWARE

- Application Software
- Automation/Workflow
- Business/Productivity Software
- SaaS