

## CEO-Transport

123 Kennedy Street  
Croydon Victoria 3116  
Email: camillocastelli@yahoo.com.au

## CAMILLO CASTELLI

Résumé composed  
for the European and  
Australian market.  
A4 paper size,

Business: +39 6609 3434  
Mobile: +39 3979 1678

### GENERAL MANAGER • PRESIDENT • CEO • MD • PROJECT DIRECTOR

Clarity of vision, business acuity, and a personal passion for achieving results characterises personal performances over an impressive, 20-year career progressing from trade apprentice to CEO-level roles. Competitive by nature, with a “big picture” focus that complements strategic and analytical talents for ongoing cost containment and process optimisation. Outstanding track record in start-ups, joint ventures and turnarounds; adept in managing multimillion-dollar technology projects, weathering the turbulence and severity of today’s global economic climate. An accomplished public speaker, team manager, and change agent—inspirational and energetic. Intuitively value human dynamics; skilled in building bridges, networks and partnerships, uniting disparate views, and turning around stalled projects. Backed by a distinguished network of influence boasting senior level business figures, and politicians.

#### Key Credentials include:

- **Project Planning & Implementation**
- **Multimillion Dollar Budget Management**
- **Contract Negotiations & Management**
- **Business & Market Expansion**
- **Project Financing**
- **Outsourcing**
- **Human Resources Management**
- **Shareholder / Stakeholder Improvements**
- **Merger/Acquisitions/Alliances**
- **Team Building & Mentoring**
- **Cost Containment**
- **Customer Relationship Management**
- **Project Turnarounds**
- **Executive Level Staffing**
- **Revenue Generation**
- **Infrastructure Modelling**
- **Information Systems**
- **State-of-the-Art Electronic Technologies**

*Attuned to core business disciplines of Finance, Marketing, Sales, Engineering, Technology, Operations, and Logistics.*

### EXPERIENCE CHRONOLOGY

#### FSH INCORPORATED

1994–Present

*Industry leader in fare collection and telecommunications equipment software, manufacturing and implementations. Major clients include Government, transport operators, banks, road tolling companies, and retailers.*

#### Branch Manager and Legal Representative, FSH Inc. (Italy) 1999–Present

Pioneered the establishment of an Italian company entity to support predicted revenues of €277.5 million stemming from the [then] newly secured contract to implement the *Italy Integrated Smart Card Ticketing System*. Despite the difficulties posed by legal challenges from unsuccessful tenders, no infrastructure or offices in Italy, awkward work visa and permit administration, and a flawed selection process yielding sub-contractors unfamiliar with large projects, quickly established an influential network in diplomatic and political circles to fast track each process, consolidate activities, and overcome operational obstacles.

Upon the successful establishment of the Italian presence, successfully established a joint-venture with the multinational *IBM* to form *ITS*—a company created to facilitate international operations and expansion. Considered an outstanding operational and logistical success, the Rome prototype is now seen a formal template for future development into San Francisco, Singapore and new projects globally.

Continuing to oversee the profitable management of the company, assumed multiple roles as Project Manager for the Rome Smart Card Project, and Operations Manager and Marketing Manager for *ITS*, as well as line managing human resources, call centre, maintenance, and help desk and implementation functions.

#### Benchmarks & Milestones:

- **Selected by Board of Directors, to assume CEO-level role** of Branch Manager and Legal Representative (istitutore e rapresentante legale) of FSH Inc. Italy branch, being assigned powers to manage and represent the company. Accountable for conducting business ethically and profitably; submitting annual balance sheets to Italian authorities, reporting on the company’s financial position, and employing staff.
- **Within 8 months** of the contract signing, the trial system was developed and accepted by the client *ATAC*—Rome’s public transport provider. Design, development, and installation works met the €44.3 million budget.
- **Identified additional revenue generating opportunities**, personally negotiating two lucrative, 8-year maintenance and upgrade contracts of €36 million with *BNBD*’s General Manager.
- **Elevated market awareness** via a corporate marketing communications program generating intense interest from Greece, Austria, Germany, and Italian regions. Presented at transport conferences, and fielded enquiries from banks, government officials, highway-toll companies, IT engineering houses, and transport operators.

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## EXPERIENCE CHRONOLOGY

c o n t i n u e d

### FSH LIMITED

#### **Branch Manager and Legal Representative, FSH Incorporated (Italy) 1999–Present**

- Strategically planned product expansion, enlisting full company support for initiatives to propel the *Smart Card* to prominence as the standard card across Italy. As part of this full outsourcing agreement designed to assume the management of all ticketing business for the public transport operator, drove progress to the next level for taxicabs and parking in the City of Rome.
- Championed a hierarchical human resources structure, replacing expatriate executive staff with local executives to facilitate local employment, and create a long term, committed management team.
- **Protected company against any claims** made on the €27.7 million project deposit, by successfully negotiating extension to contract end date.
- **Delivered 10% operating profit** in 2002, slicing 25% from operating expenditures in 2<sup>nd</sup> quarter 2002. Current revenues are currently €19.4 million annually.
- **Managed manufacturing in Belgium and Perth**, and system engineering in Belgium, Perth, Melbourne, Hong Kong, and Rome, as well as overseeing worldwide activities.
- Introduced BCMANSO Bank to company and initiated a lucrative project financing deal for €44.4 million.

#### **Project Manager, Special Assignment (1998-1999)**

Hand-picked by CEO to contain rapidly escalating and negative publicity surrounding a corrosive acid vandalism issue, that had quickly prompted steep declines in share prices.

- Triumphed over lack of resources, impossible deadlines, and disparate professional agendas, to establish a cohesive Disaster Recovery Operation Unit with a staff of 80 **in just 9 days**.
- Establishing a makeshift assembly line area in the management car park, successfully located and transported rare and out-of-stock spare parts on stringent deadlines, and as an extraordinary by-product, **generated \$4 million in revenues**.

#### **Project Manager (System development and Integration), Sydney Boats (1998–1999)**

Spiralling budget blowouts and long overdue deadlines provoked a call to action from the Chief Operations Officer, to wind down the \$AUD 6 million Sydney Ferries project immediately. Settled quickly into project management role, assessing staff required for wind down process, and commissioning engineers to produce details of outstanding works that provided the blueprint for dismantling and eliminating non-essential personnel from the site. Facilitated project shut down within 10 weeks.

#### **General Manager Regional Operations (Victoria, Australia) (1998)**

Reported to: COO. Budget: \$AUD 4 million. 10 year outsourcing contract generating \$AUD 8 million annually.

Won management praise for delivering project on time and budget, where 5 previous managers had failed in establishing the operation in tandem with the main project. Confronted in 1998 with a department already demoralised from 4 years of directionless management.

- Quickly spearheaded an engineering support group providing training for engineers and technicians, and recruited qualified staff to overcome labour gaps—reducing the heavy reliance on a core group.
- Team responded to turnaround in culture virtually immediately, and worked harmoniously with 60 additional engineers and technicians employed over the 3 months remaining to project completion.

#### **Deputy to Project Director (1997-1998)**

2 years into this \$AUD 330 million project, assumed role implementing Australia's automatic ticketing system for the state Public Transport Commission and the Department of Transport, representing the state of Queensland's combined transport system of trams, buses and trains. Presiding over contracts management, systems engineering and integration, project administration and 220 staff, guided phase 1 system testing and trialling, through phase 2 completion and client acceptance in November 1998. The equipment, designed, developed and manufactured to military specifications, totalled 10,000 devices installed and fully integrated.

#### **Project Manager, AT System Implementation (1994-1997)**

Assigned to project manage the installation of cutting edge equipment as part of the automated ticketing system project designed to revolutionise Queensland's Public Transport System. Compounding general project management difficulties was the embryonic state of FSH in Melbourne, and the subsequent lack of infrastructure to support large-scale installations. Despite numerous challenges, successfully delivered project on time and on budget.

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## **EDUCATION**

### **Bachelor of Business (Business Management)**

R.M.I.T. Australia (2 years completed)

### **A-Grade Electrical Mechanic**

Swinburne University, Australia

*Hundreds of hours devoted to ongoing professional development throughout career. Includes formal trade qualifications and courses as a Registered Electrical Contractor, Electrical Contracting, Estimating & Supervision, Legal & Accounting Principles for Electrical Contractors, Electronics, and Train the Trainer.*

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## **AFFILIATIONS/ASSOCIATION**

Co-Founder, Australian Corporate Network (ACN), Italy.  
Network aims to unite business leaders from Australia and Europe.

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## **REFERENCES**

Available upon request