

Personal data

- Residence: via Venier 293, 35127 Padova
- Place of birth: Monza (MI)
- Date of birth: 31 May 1965
- Address: Padua (Italy)
- Nationality: Italian
- Marital Status: Married

Learning

- 2023 Executive Master IESEG LUM (Paris – Milan)
- 2018 Strategy and Advanced Digital Marketing - MIP Graduate School of Business - Politecnico di Milano
- 2017 - GM HI LEAD Leadership Program - SHANGHAI
- 1993: Master's degree in telecommunications from the School of Advanced Studies REISS ROMOLI - Italy
- 1985-1992: Degree in Electronic Engineering from Politecnico di Milano
- 1979-1984: High School Diploma at Liceo G.B. Vico Cologno M.se Milan – Italy

Professional experience

- January 2023 to date: COBAT WEEE. Member of the Board of Directors
- November 2020 to date: member of the board of directors of Italia Solare
- September 2015 - to date: General Manager LATAM and Italy (South America, Central America and Caribbean) at JinkoSolar Holding Co., Ltd. (NYSE stock code: JKS). Since September 2015 I have been in charge of Italy, Latin America, the Caribbean and Central America, managing an international team of 50 professionals in sales, technical development, human resources, logistics, operations and marketing. We have positioned Jinko as the market leader in the region with more than 25% market share and 1,5 BLN revenue and more than 15 GW sold in the region in the last 3 years.
- August 2013 - August 2015: International Sales Director at Jinko Solar (LATAM + MEA). JinkoSolar Holding Co., Ltd. From August 2013 to September 2015 in charge of developing sales in the new emerging markets (Latin America, Caribbean, Africa and Middle East) and continuing the focus on Italy, managing an international team of 20 senior sales in all countries. This is thanks to Jinko's position as the market leader in Jordan, South Africa and Chile, the largest in the world.
- December 2010 - August 2013: Sales Director Italy Jinko Solar. I opened the Italian branch, hired (8 people in total). I was in charge of developing the market in Italy both by creating an EPC network partner and by opening the Italian branch, managing at the same time the development of the marketing brand and the hiring of new professionals to be included in the company. In 2011 we sold more than 250 MW in Italy in the first year. First market for Jinko all over the world.
- May 2010 - November 2010: Country Manager Heliosphera. Heliosphera, one of the leading manufacturers of micromorph solar modules. I was involved in developing the market in Italy both by creating a network partner of installers and by managing large projects with epcs,
- December 2009 – June 2017: Member of the Board of CCD Solar: CCD Solar, an investment company in the photovoltaic market. The company had already built a 1 MWp photovoltaic system.
- May 2009 - May 2010: Phoenix Solar Italia. Sales Director: Phoenix Solar, a leading European system integrator in the photovoltaic market with over €350 million in revenue. My responsibility was to develop and manage the Dealer and Distributor channels. In the meantime I was also managing the relationship with the investor for the main project, where Phoenix Solar managed the entire project (as EPC contractor).

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- January 2007 - April 2009 - Wind Telecomunicazioni. Director of Customer Service (Enterprise Market). Responsibility to ensure customer care with the aim of increasing the customer base, reducing the churn rate through the resolution of technical, commercial and administrative problems. Human resources management (250) and call center management in outsourcing and also in-house. I managed the campaigns in close collaboration with the marketing department.
- March 2000 - December 2006: Wind Telecomunicazioni Consumer Sales Director North East Area (Triveneto - Emilia Romagna). Management development of Dealers, distributors, large-scale distribution and Franchising sales channels (60 points of sale). Direct coordination of 10 Area Managers and 10 agents. Definition of the sales budget.
- March 1999 - March 2000, Manager Deloitte Consulting. Project Manager in Business Line Telecommunication. I managed the Telco start-up project, and new sales and CRM processes also for Telecom Italia and Vodafone (Campaign Management). ACM Telecom Italia project: (Advance Customer Management) a new CRM platform; Start-Up activities providing telecommunications services with call center improvement and integrated billing and sales force automation system
- 1995-1999 Telecom Italia office in Brescia. Sales & CRM Manager. Main sales activities (sales agent management, telesales), customer care, sales administration and credit management.
- 1994-1995 Telecom Italia Como Network Territorial Unit: Technical Manager: management and maintenance of switching systems (ITALTEL and ALCATEL), primary and secondary hubs, fibre optic transmission network and radio links.
- 1992 IBM Milan: working group for the development of an expert system for the diagnosis and repair of AS400 electronic boards.

Main Achievements:

- 2012: Signed the largest contract to date in Jinko: 86 MW in South Africa: Kathu Project
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- 2016: Jinko achieved the largest market share in LATAM: 41% (source: BNEF)
- 2017: Largest contract ever signed: 1 GW with a single customer
- 2017: 1.75 GW shipped in 2017 to LATAM. LATAM is the 2nd largest market after China
- 2023: JinKO delivered more than 15 GW in LATAM under my management 1,5 USD Bln revenue

Languages

- Italian : mother tongue
- English: Good Spoken and Written
- Spanish: Good Spoken and Written
- Portuguese: spoken

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