

## MANCUSO TAKES

## THE HELM

**ON APRIL 1st Vincenzo Mancuso took over from Keith Walkerden as Managing Director of British Olivetti after a highly successful career in other parts of the Olivetti group and allied companies.**

A law graduate, Mr Mancuso joined the electronics division of the parent company in 1960 cutting his electronic teeth on the still embryonic software activity; later he switched to marketing and selling and in 1964 joined the newly formed Olivetti-General Electric Information Systems.

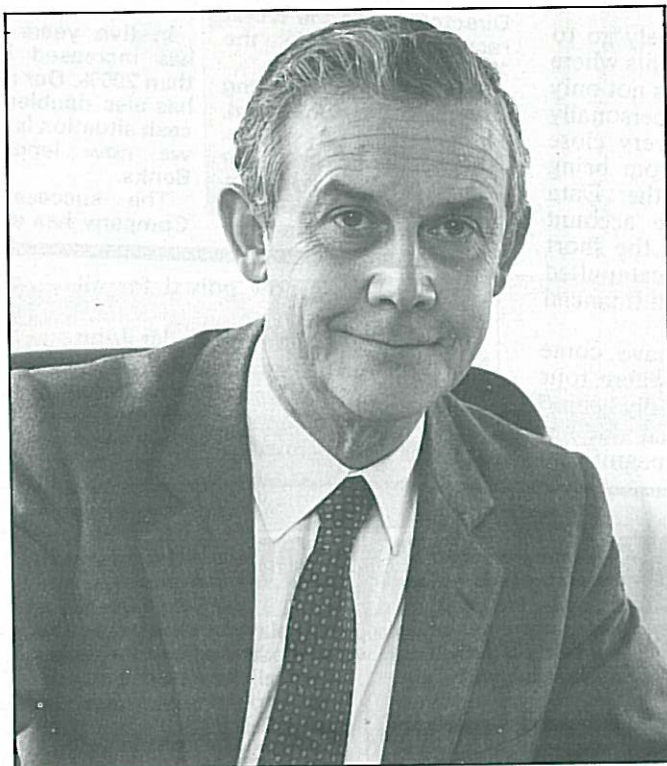
At the end of the 60s the company changed to Honeywell Information Systems and Vincenzo Mancuso joined the new company, selling mainframe computers. During this period he held a number of senior posts from Branch Managership to heading the large accounts operations in Milan, and in 1971 he was appointed Manager of the Government Sales Division, a post which he held until 1978 when he re-joined Olivetti.

Soon after re-joining the Company, he became Managing Director of Olivetti in Belgium. Under his leadership the company's turnover in Belgium doubled and profits increased substantially.

In February 1983 Mr Mancuso assumed responsibility for seven Olivetti companies in Europe, in addition to the Canadian subsidiary. The so called Area 1 under his control became very profitable with substantially increased revenues.

Vincenzo Mancuso, 49, is married and has three sons: two at universities in Belgium and in Italy, and one at the European School in the UK. He declares his interests to be selling, sailing, music and literature, in that order.

Benvenuto Vincenzo Mancuso. We welcome your skills, your excellent track record, and we look forward to working with you. We hope that you and your family will be happy in the UK and continue to prosper.



New Managing Director Vincenzo Mancuso

## New structure, new strategy

**ONE OF THE consequences of British Olivetti's radical restructuring is the creation of a new Division — Corporate Software and Product Management, headed by Salvatore Picceo, who reports directly to the new Managing Director, Vincenzo Mancuso.**

The main aim of the new Division is to support the Sales Operations in the launch and marketing of new products. Their primary job is to collect information about product hardware and software, and to disseminate this information regularly in order to keep other Depart-

ments up to date.

Their attention will focus on operating systems, communications, local area network and office automation.

Their main support activity will be orientated towards the training area and towards system design and evaluation techniques.



Salvatore Picceo joined British Olivetti in 1979. He has been with Olivetti for 18 years. He spent more than 13 years in Central Marketing.

Besides providing technical information and services, the Division in close liaison with the Managing Director, will ensure that marketing strategies and product policies developed by Headquarters, are correctly followed and eventually re-adjusted to UK market needs.

The new Division will also act as a collection centre for requirements from the UK Market to be fed back to Ivrea in order to ensure a correct evolution of the main products.

As a first priority, the attention of the new Division will be dedicated to those products marketed across the Sales Division and characterised by major Software contents, such as L1 — the new Olivetti minicomputer line — and ETS 2000 — the new WP modular system. POS, Telecommunications products and Micros will follow next.

This priority follows from

### We're a team of winners

New MD Vincenzo Mancuso writes:

I TAKE over responsibility as Managing Director of British Olivetti at a time of expansion for the Company and I am convinced that this is only the beginning of even further growth.

The whole market is growing in precisely those areas in which we have the greatest skills and capabilities.

The tough experience of the difficult years of recession will be invaluable in helping us to achieve new and ambitious targets. I thank Keith Walkerden for having built up and now entrusting to me this management team and this Company.

Today, we are faced with a huge market demand in our traditional sectors: firstly, that of workstations of various kinds, such as microcomputers, terminals at various levels of intelligence, word processors and typewriters which Olivetti, foremost in the world, has produced with intelligence, memory and communication capabilities.

Secondly, there are mini and super-minicomputers, communication networks and distributed data processing architecture, a sector in which, since the sixties, Olivetti has acquired world-wide experience.

We are about to enter a very challenging period and all the ingredients we need to be successful are available to us: we enjoy a strong market demand, we have a product line of the highest quality by world-wide standards, a top level sales organisation, and a post-sales structure covering the whole country.

We shall have to fight in the market place with competitors whom we respect but whom we have already beaten several times.

I feel that British Olivetti is a team of winners.

I am very proud to be Managing Director of this team and I hope that together we shall win many battles for the progress and good of our Company and for the progress and good of all of us and our families.

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Vincenzo Mancuso