

Motorsport in Italy Day Monday 14th September 2009

Speaker Biographies

Dr. Eng. Livia Cevolini - Marketing and Sales Director of C.R.P. Technology



Eng. Livia Cevolini was born in 1978 and graduated with honours at the University of Engineering, specializing in Management Engineering, in 2003 and immediately she joined CRP, as the company's Marketing and Sales Director: the CRP Marketing and Commercial Department was born.

In September 2004 the first carbon fibre filled material for laser sintering was born and within only 3 months it was launched at Euromold 2004 with a great worldwide technical media success. During 2005 a strong and effective commercial/marketing strategy was developed and CRP gained incredible sales in Europe and Japan.

At Euromold 2005, the WINDFORM® Accessories Line was launched.

During 2005, CRP lined up two 250 cc bikes in MotoGP and Eng. Livia Cevolini was responsible for branding management and the Team Manager.

In 2006 the marketing/commercial strategy involved all CRP businesses, including RP, engineering and mechanical activities. Since the end of 2005, she offered her support to ADV Agency too, a racing sponsors agency with its headquarters in Montecarlo. According to a strong sales activity abroad at the beginning of 2008 the American division of CRP was founded, with the aim of spreading the experience of the company in the United States. She developed other important strategies related to product marketing and sales during the year and in April she presented for the first time Windform PS. A strong communication and marketing activity followed as the result of a deep credo in innovation and R&D.

Today, she leads CRP Technology as the Director of Sales and Marketing with great attention to R&D and emerging markets, besides she has a crucial role in the development of the strategy of CRP Racing, a motor race company related to the technology of CRP Technology, according to innovative oriented approach able to make the companies fundamental players in their sectors of activity.

Company Information

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Since 1970 CRP Technology has been working on international scale with major motor racing teams. The engineering department has set technologies and know-how to other high-performing fields. Rapid Prototyping, Rapid Casting, EBM, SLM, CNC machining and Reverse Engineering become tools with CRP Technology that allow project's essence for reliability and quality.