

SELL IT

Prysmian
Group

We are world leaders in the energy
and telecom cable systems industry.
Join our commercial excellence!

Embrace the blue

SELL IT

A growing path at
Prysmian Group



WHO WE ARE

WITH THE NEW ORGANISATION, PRYSMIAN GROUP AND GENERAL CABLE HAVE BECOME ONE COMPANY MAKING THE FIRST STEP TOWARDS THE FULL INTEGRATION.

WE ARE PRYSMIAN GROUP, LEADER IN ANTICIPATING THE WORLD'S ENERGY AND COMMUNICATIONS NEEDS. FROM ENERGY AND CONNECTIVITY, TO COMMUNICATIONS, WE MAKE LIFE BETTER FOR MILLIONS OF PEOPLE.



“Discover the possibilities of working for one of the world’s leading infrastructure businesses”.

Valerio Battista,
CEO Prysmian Group

As the world's leader in the key energy and telecommunications markets and strongly positioned at the high-tech end of the energy and telecom cable sectors, the quality of our products is second to none, but we rely on the skills of our dedicated sales teams to drive growth in the business and manage relationships with our clients.

We strongly believe our people are our most valuable asset, that is why we ensure constant investments ensuring our organizational needs match individual skills, capabilities and expectations.

A SNAPSHOT OF OUR BUSINESS



29,000
EMPLOYEES

A combination of **management expertise**, talent and a highly diverse **multicultural environment**



106
PLANTS

A broad **manufacturing footprint**



50+
COUNTRIES

An increased **global presence**



25
R&D CENTERS

The widest product and brand portfolio and the most **innovative technologies**



€11Bn
ANNUAL SALES

A **new Group** leading the cable industry

KEY FACTS



A one year production of our fibre optic cables covers the distance between the Earth and the moon 70 times.

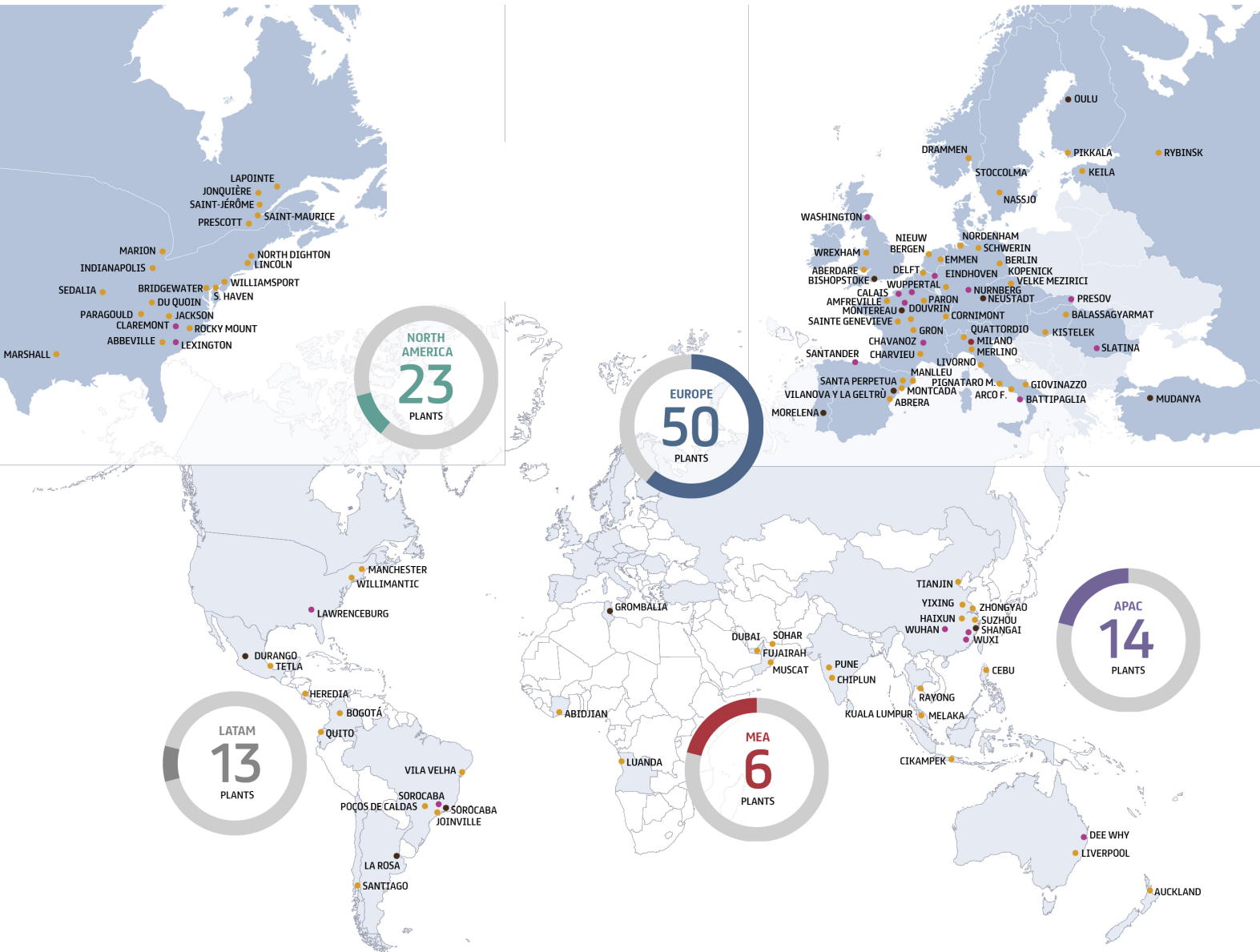


If you connected all the energy cables we supply in one year, you could wrap it around the equator 250 times.



Every year we supply 1.2 million tonnes of energy cable. That's the weight of 120 **Eiffel Towers.**

BECOME PART OF A GLOBAL TEAM



PRYSMIAN GROUP GLOBAL PRESENCE



ENERGY



TELECOM



COMBINED
ENERGY AND
TELECOM



OFFICES



HQ



“The real difference within the commercial area in our industry is represented by the ability to combine technical intelligence with passion for people engagement. We need people capable of creating a virtuous spiral of progress with customers, linking our future to theirs.”

Philippe Vanhille,
EVP Telecom



“Our commercial department and the Sell It program are essential for the future of the company. Sell It offers exciting challenges for like-minded individuals who are driven by passion and innovation, and who are hungry for exploiting indisputable opportunities for Prysmian and for personal growth.”

Francesco Fanciulli,
SVP Energy Products



“Our commercial people are adventurers which are smart, emotionally intelligent with a strong ethical foundation. Their never ending drive and energy boosts value for our Company.”

Hakan Ozmen,
Executive Vice President Project Business/President CEO
Prysmian Powerlink at Prysmian Group



WHAT WE BELIEVE IN



OUR VISION

We believe in the effective, efficient and sustainable supply of energy and information as a primary driver in the development of communities.



OUR MISSION

We provide our worldwide customers with superior cable solutions based on state-of-the-art technology and consistent excellence in execution, ultimately delivering sustainable growth and profit.

OUR NEW VALUES

DRIVE TRUST SIMPLICITY

We aim to **lead** the **industry evolution**, combining our ability to develop our **people** and our **business** in a **clear direction** while anticipating **customer needs**.

We want to create an environment of **trust** that exploits **diversity** and **collaboration**, where people are **empowered** to make decisions with **integrity**.

We bet to **simplify** anything we can, **focusing** on high-value generating activities and **timely decisions** to boost our Company **results**.

DIVERSITY



Prysmian Group believes that diversity is a crucial factor of growth both for the business and for our employees. For this reason, Prysmian has launched the “Side by Side” project that aims at increasing women’s participation at all organisation levels, creating a gender-inclusive culture, cultivating diverse leadership and talent, as well as promoting diversity and meritocracy within the company.

“Main competencies we are looking for in people for the Sell It program are: commercial expertise, adaptability, flexibility and a lot of passion”.



Cristiana Scelza
BU SURF Director – Prysmian Group

WHO WE ARE LOOKING FOR

HELP US GROW EXISTING RELATIONSHIPS, AND CREATE NEW ONES.

We're hunting for talented sales professionals eager to succeed and capable of moving in a heterogeneous market with resilience and a customer oriented approach. We're keeping within eye out for those who are passionate about a sales career in a world leading Group. Those who deeply understand the meaning of customer intimacy, who are ready to be part of a successful team. Those capable of putting themselves on the line repeatedly. Working with our recruitment partners, KORN FERRY and SHL, we're looking for sales professionals with the skills and motivation to take on one of the below roles.



CANDIDATE PROFILE

- Passionate about a sales career
- High level of competency in the sales area with 3-5 years of experience
- Solid attitude to technical understanding
- Emphatic, fast and proactive
- Background in engineering, chemistry, materials or business
- Interest for the industrial environment
- Brave and hunter

RECRUITMENT
PARTNERS:



WE ARE HIRING IN

FRONT END SALES

Be customer oriented

You'll be responsible for developing a sales strategy for your assigned territory. You'll need to have a strongly customer oriented approach and the ability to discuss and make effective decisions independently.

Highlights: developing a highly effective distributor system, dealer network and customer base for your assigned channel, formulating a sales strategy, forecasting and budgeting, resourcing, training and managing a sales team if any. Being responsible for the commercialization of products and providing ongoing support to clients, growing relationships and building a proactive understanding of their business needs.

TECHNICAL SALES

Share the knowledge

You'll provide pre-sale and post-sale technical support to our customers, while helping our sales team better understand our solutions and the needs of their customers. Response speed, ability to discuss and make effective decisions independently together with a strongly customer oriented mindset.

Highlights: developing a full understanding of our product portfolio, offering technical support to customers and employees, giving technical guidance on sales presentations and materials, providing detailed product specs, proactively finding technical solutions to client problems and helping sales executives define scope and strategy of projects.

KEY ACCOUNT

Build relationship

As key client contact, be focused on a deep understanding of the needs of a wide range of large industrial and engineering companies across sectors, which you'll use to drive sales. A strong customer oriented approach is essential, with a constant positive, passionate and energizing approach.

Highlights: understanding of our product portfolio, offering technical support to customers and employees, giving technical guidance on sales presentations and materials, providing detailed product specs, proactively finding technical solutions to client problems and helping sales executives define scope and strategy of projects.

CUSTOMER CARE

Maintain a solid relationship

Managing standards of service for our customers, from internal processes, to day-to-day relationships. Seeking for innovation and a positive and energizing approach, being able to develop strong relationships within the organization and externally with customers.

Highlights: customer relationship liaison and management development and delivery of service standards, customer request management and order management, team management and development.

A GROWING PATH FOR YOUR CAREER IN OUR SALES TEAM



WHAT IS SELL IT?

Sell It is a structured up to three years program designed to help new sales employees quickly get up-to-speed on the business, products, and culture of the Prysmian Group, while learning how to apply their skills to the business from day one.



WE OFFER

- Tailored training path
- Global community
- Opportunities for personal growth
- Variety of challenges
- Solid industry
- Multiproduct business
- Sense of belonging

THE RECRUITMENT PROCESS



SELL IT

A growing path at
Prysmian Group

SELL IT PROGRAM STEPS

1st YEAR

ONLINE INDUCTION PATH

2 WEEKS

Prysmian Group Induction & Sales the Prysmian way

TRAINING

Group induction & Sales the Prysmian way

2nd YEAR

1 WEEK in North America

TRAINING

Sales Leadership Skills

3rd YEAR

1 WEEK in OSEA

TRAINING

Sales Strategy

ONE MONTH LOCAL ON BOARDING



A tailored local on boarding program, covering Prysmian culture, company and products, along with knowledge of all local offerings. Candidates will be carefully supported during their first months within the Group thanks to tailored trainings, with a deep dive into specific areas, including sales markets and products. Since the beginning, candidates will have complete visibility on their growth path within the Company.

GROUP INDUCTION AND SALES ACADEMY



As part of the Sell It program, you will be involved in a detailed Induction Training Path to the Prysmian Group's strategy, markets and culture, along specific sessions dedicated to Sales. The Induction Training Path will be run virtually; you will be part of interactive sessions having the chance to be exposed to our sales strategy and in a full immersion of our cables industry, too. You will also benefit from a deep insight into the manufacturing world of Prysmian Group along with a network of your new colleagues. This is a unique opportunity of getting to know Prysmian Group culture and to build a strong professional network. Moreover, **3 Training Steps in our Global Sales Academy** in partnership with the most renowned Business School worldwide aiming at developing and fostering commercial leadership.

JOB CHALLENGE



With a sales presence in more than 37 Countries, we offer candidates the chance of real exposure of their profile through a challenging job in each country being part of a national and regional team. Being part of a cross-functional professional network makes it easy to build a high profile internationally, and the opportunity to make a big contribution to the growth of the Group's business.

GLOBAL COMMUNITY



Located in one of our main offices all around the globe, you will become part of our great team since day one. Candidates will enter in the Prysmian Group sales community, which is one of the most visible and relevant within the Group. Given the strong focus on this community, each year the Worldwide Commercial Meeting hosts those within our sales force with the best performance to discuss and set Company's strategy meeting together with remarkable speakers and top clients.

MENTOR ASSIGNMENT



We provide formal mentoring programs to help you building relationships with role models, mentors and coaches. These programs, which include affinity groups, ad hoc meetings and events within our sales community, have been designed to maximize your potential, develop your skills, improve your performance and most of all to empower you to become the professional you want to be.

CAREER PROGRESSION



Prysmian Group is a highly meritocratic environment, where candidates will be engaged year by year in the performance and potential evaluation processes. These evaluation steps are essential to build a growing path within the Group. In only three years top performers and potential will have the chance of living a tangible and concrete professional growth with constant visibility on their careers.



"If I were to state which are the main requirements for applicants, I'd say passion and stamina. Passion for customers and stamina for themselves, to really run with their professional path and leave their mark on a global company."

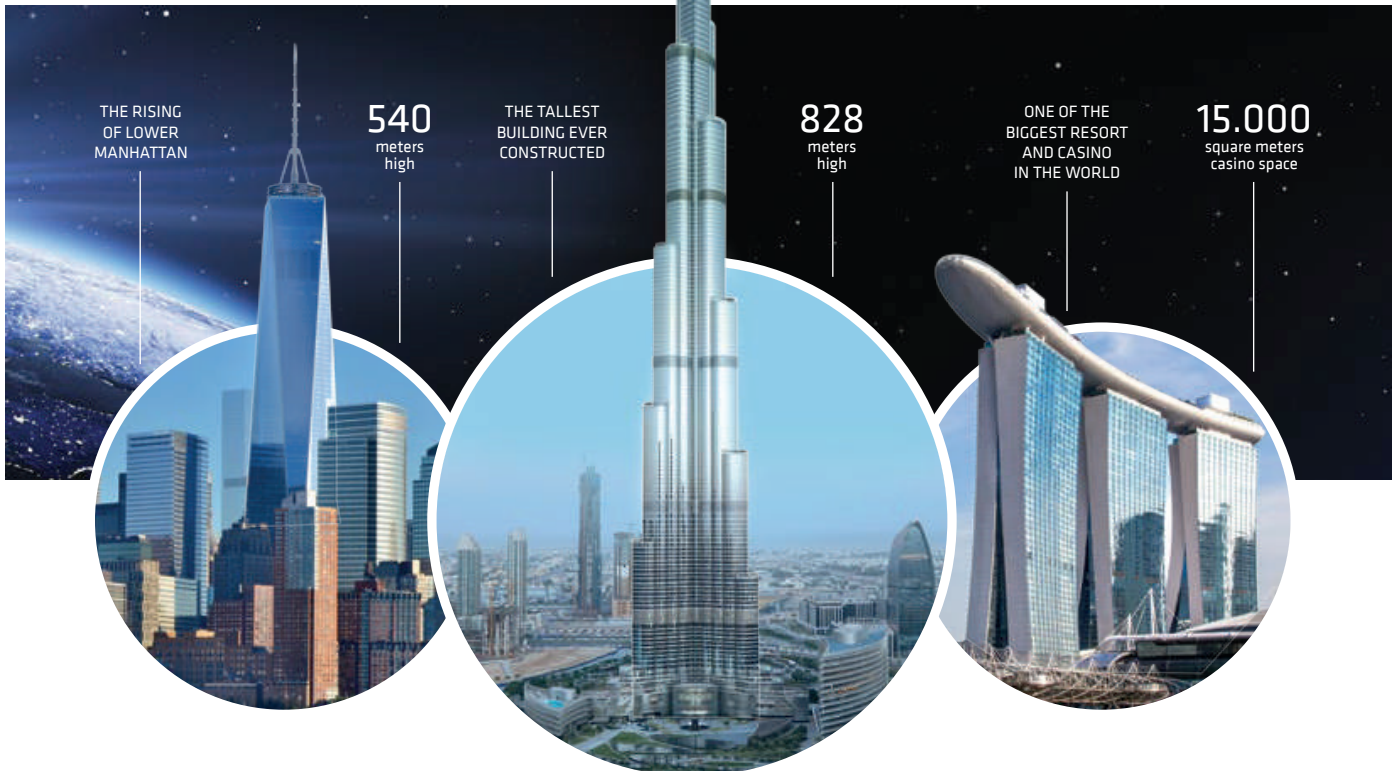
Frederick Persson
CEO Central Eastern Europe



FUEL YOUR PASSION WITH A SALES CAREER THAT OPENS UP TO THE WORLD

Joining our sales force, you'll be part of some of the world's boldest and most impactful engineering projects.

Prysmian Group, in fact, is renowned for pushing technological advances to the limit and setting new standards, bringing to life projects which might have seemed unthinkable before.



THE RISING
OF LOWER
MANHATTAN

540
meters
high

THE TALLEST
BUILDING EVER
CONSTRUCTED

828
meters
high

ONE OF THE
BIGGEST RESORT
AND CASINO
IN THE WORLD

15.000
square meters
casino space

ONE WORLD TRADE CENTER THE FUTURISTIC RECORD SPEED EXPERIENCE

New York City, USA Rising from Lower Manhattan, part memorial, part beacon of hope, One World Trade Center, also known as the Freedom Tower, is the tallest skyscraper in the Western hemisphere. Standing at 1776 feet, its height recalls the year of the US Declaration of Independence. With over 70 elevators in use, and a range of sophisticated electrical systems, cabling was a feat of engineering. Overcoming all the engineering challenges, Prysmian Group has been able to provide power and connectivity: from the buttons in the elevator to the closed-circuit televisions, to the lighting and air-conditioning systems.

BURJ KHALIFA THE GREATEST AMONG THE GREAT

Dubai, Emirates Dominating the Dubai skyline, at 828 metres high, the Burj Khalifa is the tallest building ever constructed. Connecting its 162 floors are 57 elevators that reach a breathtaking 10 metres a second. Equally impressive is the length of high-tech, low voltage fire-resistant cable used in the Burj's electrical circuits, fire alarm systems, lifts and emergency lighting. Placed end-to-end, it would stretch to over 1,300 times the height of the tower.

MARINA BAY SANDS THE MOST SPECTACULAR ENTERTAINMENT DESTINATION

Singapore Designed to help improve Singapore's status as a global tourist destination, the luxury Marina Bay Sands Resort towers over the city. Labelled one of the world's most challenging construction projects, three towers are topped by an extraordinary 'SkyPark' offering 360 views and the world's longest elevated swimming pool. This only thanks to the key role played by Prysmian Group, not just a cable provider but an exclusive partner capable of ensuring its strong expertise and attentive assistance throughout the whole process.

YOUR GLOBAL GROWTH

PRYSMIAN GROUP
— MANUFACTURING —
ACADEMY

You will be part of a **3 years development program in our Global Sales Academy**, structured in one step training per year for the first 3 years. The Global Sales Academy will be characterized in partnership with the most renowned Business School worldwide aiming at developing and fostering commercial leadership. The Academy courses will be held in the most representative offices around the globe giving the chance of leveraging on Prysmian Group's centers of excellence. Thanks to this unique feature, candidates will have the chance of living the training experience in the most relevant offices around the globe and to deep dive into the Group's business lines meeting top professors, Prysmian Sales Faculty and external clients.



THE LEARNING ALLIANCE

SDA Bocconi
School of Management

SMU
SINGAPORE MANAGEMENT
UNIVERSITY

SCHOOL OF MANAGEMENT
FUDAN UNIVERSITY

UNIVERSITY OF
SOUTH CAROLINA
Doris Moore School of Business

HEINRICH HEINE
UNIVERSITÄT
DUISBURG
ESSEN

CORVINUS
UNIVERSITY OF
BUDAPEST

FGV EAESP

ESADE

ESSEC
BUSINESS SCHOOL

STOCKHOLM SCHOOL
OF ECONOMICS

CEIBS
中國國際工商學院

M
ROSS

CBS
COPENHAGEN
BUSINESS SCHOOL
HANDELSHØJSKOLEN

MISB Bocconi

UTS
UNIVERSITY OF TECHNOLOGY, SYDNEY

BRIAN DILASCIA, NORTH AMERICA VICE PRESIDENT, ENERGY BUSINESS



I joined Prysmian through the Graduate Program in 1995 after receiving my master's degree from Cornell University. After two years of managing projects in Operations, and Logistics I was assigned as Director of Plant Operations for our factory in British Columbia, Canada. Two years later I was named Vice President of Operations for North America, and two years after that I was promoted to General Manager of our North America Telecom Business. After acquiring Draka I took responsibility to manage all of the Draka businesses Prysmian acquired for North America. Today I manage the Energy Business, and enjoy mentoring new hires from our Graduate, Make-It, and Sell-It programs. Customers are at the center of everything that we do and the future success of our company depends on how well we know and

care for our customer's needs. We are a company known for operational efficiency. Combining that with a focus to put our customer's first is a winning combination.



YES is the first Prysmian Group Employee Stock Ownership Plan and it is the opportunity for Prysmian employees worldwide to acquire Prysmian shares. In the first five years, over 53% of our employees (that's 9,200) in 28 countries have become investors.

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Prysmian
Group

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