

ITALY Delegation

Juan Jose **Gavilán**

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Juan Jose Gavilán is Vice President of Business Management and Market Development for South, East Europe, Middle East & Africa and has Sales responsibilities for South Europe at ST Microelectronics. He has over 20 years of experience in the Digital Consumer domain, covering different roles in his career, including product development, marketing and sales.

Juan Jose's background in software development, project management and consumer applications allow him to understand and address the customer and market needs. He and his team are actively contributing to several customer programs ensuring the proper coordination of the overall ecosystem by providing the best in class service across the different program steps (requirement analysis, solution proposal, development, and product ramp-up).

More recently, Juan Jose and his team has been working with clients to incorporate the most advanced ST's technology into their next generation of products, focusing on Strategic Applications in Smart Industry, Smart Cities, Smart Home, Smart Things and Smart Driving environments.