

ASSUNTA FRATOCCHI

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EXPORT SALES MANAGER, LINK



What have you planned to celebrate Link's 20th birthday?

We celebrated during Musik Messe in Frankfurt where we had four full days of Italian prosciutto, a whole Parmesan cheese, Italian wine and exotic drinks served by a very famous Italian bartender. But the best celebration was the private one we had in Rome with all the Link people and a delicious birthday cake. We are looking to do something similar in the US, probably at LDI.

When the company started in 1987, where did you think it would be in 20 years time?

I was a Link customer at that time but I'm sure that if you ask Marco Piromalli, one of the founders of Link and the President of the company, he would say he never expected Link to become a 'real' company. It started as the dream of two sound engineers who wanted to solve cabling problems for live shows. Perhaps they didn't solve them all, but most of them.

How has the company coped with the shift towards wireless technology?

We are waiting and watching other companies who will be affected by wireless technology more than us. Perhaps, we should develop a common research team, to elaborate on some strategies?

Are you satisfied with Link's position in the market today?

We have a high profile and, of course, we are more into the European market than other continents. In 2004, we opened Link USA and US customers began to recognise and appreciate our products.

Which markets are currently the most important for Link?

We are focused on attaining a share of the US market, and so far we are happy with how we are doing there.

What is your background in the entertainment technology industry?

When I was very young I started in the lighting market. As you probably know, 30 years ago Italy was the world leader in the production of lighting equipment and, particularly in the Roman area, there were important companies that set out to serve the film market (Cinecittà Studios), and over the years they have added to their range of luminaires for TV studios, theatre and live shows. When I started, almost worldwide, the TV studios were at the stage where they wanted to renew all their equipment, and this made the company I was working for, Quartzcolor Ianiro, one of the biggest in the world.

These were very exciting years for me, every day there was something new to learn and the company grew at an impressive rate. I also met my husband Fulvio there and, almost at the same time, when the company was sold to Strand, we left, then in 1985 we founded (as ARRI shareholder partners) ARRI Italia. ARRI was very famous in Italy for 16mm and 35mm cameras, but not at all known for its luminaires. We managed the company for seven years and when we left, Arri Italia had become, and still is, an important part for the Italian Market.

I took a break from my career when my son Valerio was born, and I spent the next six years as a housewife. During this period due to Fulvio's career we lived in Germany and England, until it was time for my son to start school and for me to restart my career. I was already in contact with Link and, when they knew I was looking to return to the business, they offered me a position on the board of directors. After three years, because of some changes with the company shares, I also became a partner.

Explain your role at Link – what does your average day involve?

Most of my time is dedicated to managing export sales. This involves a lot of travelling, especially to the US during the last three years. And of course, when I'm in

the office there are a thousand of different things that need to be followed up by Marco and me.

Which products from Link's past and present do you think are the most significant?

Link means a whole range of products to solve interconnection problems. As such it is, difficult to identify one product as the most significant. For sure, the Eurocable and LK connectors range has made us famous abroad, so in this area I can say that they have been the most significant.

Who or what has been the biggest influence on your career to date?

My first boss, Giovanni Ianiro, was crucial to my career as well as my personal growth. He was the kind of person who always looks at future challenges, but never forgets that companies are made *in primis* by people. He was the perfect balance of a family man and a businessman.

What achievement are you most proud of?

I believe we have created a very good environment in the company, a favourable relationship between the team and the market. I'm proud of my contribution to this, and to arrive in the morning at a place where people are motivated and happy.

What are you most looking forward to in the future?

As a woman and, even worse, working with my husband, many regarded me as just Fulvio's wife for the first part of my working life. He was not responsible for that, in fact he has been one of my supporters, encouraging me in my working adventures, and we enjoy working together. Nevertheless, I have had to work in a different company to become an individual professional figure. I look forward to a future when this will not be the case for other women.

What would you like to do if you didn't work in this industry?

I cannot imagine myself not in this industry. Those who know me well say one thing I'm good at is inviting customers to dinner. I don't know, I would probably be a party organizer. ■