

CLX Europe appoints Roberto Antoniotti as Group Sales and Marketing Director of the Italian business development department.



Verona, Italy (May 20, 2011) – CLX Europe is pleased to announce the appointment of Roberto Antoniotti as Group Sales and Marketing Director of its Italian business development department. Roberto carries twenty years of innovative technology leadership in the publishing market.

Prior to join CLX Europe Roberto co-founded TERA, a company provider of editorial software and solutions for publishers, and led its growth until 2003. The company first developed a book pagination product that later led to a key alliance with Hyphen, whereby TERA was asked to develop an editorial system that Hyphen sold to newspapers worldwide as Hyphen Editorial System (HES). Upon Hyphen's liquidation in 1995, TERA supported all HES customers directly and developed a number of key components that were integrated into the editorial system.

Under Roberto's leadership, TERA continued to grow, establishing offices in multiple countries and developing leading pre-press and publishing systems including archiving systems. By 2001, TERA had established divisions in Latin America, Asia Pacific and the U.S. In 2002, Roberto started TERA Business in order to maximize sales channels for the TERA product line. Roberto was responsible for attaining some of the largest editorial projects in the media market, including The New Strait Times in Malaysia, Diario Popular and Valor in Brazil, and the Caxton Group in South Africa. In 2003 joined Unisys Corporation, where he served as VP & GM for the Unisys Global Media industry group in Europe, then Latin America and then World Wide. After the business unit was sold to Atex Group Ltd, Roberto became its CEO for the Europe and Latin America geographies and the Global Content Management Division.

During the last years, Roberto has led some of the largest paper-to-digital transformation projects around the World.

Now Roberto Antoniotti is on board with CLX Europe, he will play a crucial role leveraging his previous successes within the publishing market expanding the company's business portfolio.