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# SACC Arizona

*Promoting Trade, Commerce and Investment  
between Sweden and Arizona since 1996*

## SACC ARIZONA - FEATURED MEMBER

### SERGIO CECUTTA

**Just as his well known countryman Christopher Columbus, Sergio Cecutta traveled the world and found America. Unlike mr Columbus, he did decide to stay here.**

The jump from Italy to USA was made by a series of smaller steps. Born and raised in Naples, Sergio Cecutta grew up in Rome. "Everything I remember is from Rome. While the rest of my family has not left Italy, I did." So he traveled the world: From Italy to the UK, later to Israel to work on his doctorate. Through Italy again and then to the US.

"I interviewed for a couple of different companies and I clicked with Honeywell Aerospace. That's how Arizona came onto my map." He has benefited the students at WP Carey School of Business as a professor of international business. "I

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#### Earlier Featured Members

[Sheldon Stone](#)

[Lars Lagerman, honorary consul](#)

[Scuba Professionals of Arizona](#)

have has significant experience in international business, having led the introduction of several products in new geographies like China, Brazil and Turkey. I have led multiple teams throughout the world, from China to India, from Mexico to Brazil, from Sweden to France.” In his career Sergio has worked at several Fortune 100 companies in several executive positions, from Vice President of Marketing, Strategy and Product Management for a \$500 million division of Danaher to Director of Strategic Planning for a \$2 billion business of Honeywell Aerospace.



Mona Mellegard,  
Entrepreneurial Award  
Recipient

Strategic Points Tax Solutions  
2012

Engineer Your Business 2011

SunAir Awnings 2011

CMS Winemarketing 2011

Sergio Cecutta is also the founder and partner at SMG Consulting, a boutique management consulting firm that works with the management teams of medium to large size companies in Aerospace, Defense, Cleantech, Healthcare and Software and Services industries.

### **With your background – why are you a member of the Swedish-American Chamber of Commerce?**

“It kind of fun. I’ve always done unusual stuff. Yes, it’s unusual for an Italian to join a Swedish chamber. But I’m used to breaking borders. Even more, I ran a division in Sweden for a while. So I joined the chamber because I know how to do business in Sweden. That’s why I’m connected.”

### **What’s the benefit of SACC?**

“I would say, two things. As a member you get to be more involved in the fabric of Phoenix. We reach more people in

the Valley, than you would be able to do yourself. SACC brings diversity to the valley. Secondly: Working with Swedish companies. It is exciting. I enjoy working with people from other countries. And Sweden has a special place in my heart."

### **When we meet again in 5 years - what will you say about SACC?**

"I think in five years, we want to have become a venue for startups all the way to larger companies, that want to establish themselves in the US. We can bring them here and help them understand the country. And help them find the resources they need. We can help the state of Arizona to grow, through our expertise to bring companies here," says Mr Cecutta - explorer who choose to settle in Arizona.

### **Swedish-American Chamber of Commerce Arizona Inc.**

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