

## **Alex Nussem**

### **Secretary General of the European Industrial Research Management Association (EIRMA)**

Alex (born in Brazil and MBA from VUB Solvay Business School - Belgium) has over 20 years of experience developing and managing innovating technology driven companies/ organizations towards international markets. Alex served as Intl' Director of Sales for INX Digital/International (Chemistry Industry), introducing the first market BIO solvent inks.

VP Business Development at CMA (The follow of ILFORD Imaging Switzerland), Served as Technology Attaché Diplomat in Germany and Managed the International Technical Training centre of HP (Indigo division) in the Netherlands. Among other technology business projects he was involved with, Alex also established the initial supply in Europe of HQ Visual Display Media from China and officiated a shared economy mobile phone application start-up in the IT/Communication sector.