

Memorex Realigns Manufacturing, Marketing, Sales Operations

By **STUART FEIL**

NEW YORK — Memorex last week brought in two of the principals of its leveraged buyout team to head U.S. marketing, sales and manufacturing as part of a sweeping realignment of its worldwide and US operations.

The reorganization essentially decentralizes Memorex' sales and marketing structure. Under the firm's spinout from Unisys Corp., completed late last year (EN, Dec. 29, 1986), it will concentrate on sales and service of IBM plug compatible storage systems, terminals and printers, and the restructuring is designed to complement the change, giving more responsibility to regional field organizations.

Memorex is now headquartered in London, England, and incorporated in the Netherlands. Giorgio Ronchi, former vice-president for Latin America and Southern Europe who headed the group of six Memorex international executives that bought the firm, becomes president and chief executive of Memorex N V., and chairman of its U.S. subsidiary, Memorex Corp.

In the U. S., Bill Mazza, former vice-president of international operations support, becomes executive vice-president and president of manufacturing operations, and Sergio Mazza, former area manager for Latin America, is president of domestic sales and service.

Meanwhile, three top U.S. executives have either left Memorex or decided to stay with former parent Unisys. John Douglas vice-president and general manager of the Communications group, responsible for terminals controllers and printers, has resigned from the company. A Memorex spokesman did not know his current whereabouts or future plans.

Clayton Mills, vice-president of customer service, and Edward Blechschmidt, president of Memorex' media and computer supplies unit, are remaining with Unisys.

Mr. Mills has been named vice-president of quality assurance for the Peripherals group of Unisys, reporting to William Morgan, head of that operation. Mr. Blechschmidt becomes vice-president for special projects in the executive office, reporting to Paul Stern, president of Unisys.

Key Change

The key change in the U.S. is the elimination of the North American operations group, which had overseen sales, marketing and service. In the new structure, those duties fall under one executive, Sergio Mazza, who is responsible for all sales, marketing and service in the U.S., essentially putting him in charge of the overall organization.

As such, he displaces John Scott, former vice-president of North American operations, who had previously overseen all domestic sales and marketing. Mr. Scott now becomes vice-president of marketing, reporting to Sergio Mazza. William Etheredge, who was vice-president of sales and marketing, is now vice-president of strategic marketing, initially concentrating on markets for the firm's IBM System/3X-compatible products; he reports to Mr. Scott.

The remainder of Mr. Scott's staff, which will likely include most product line managers, has not yet been set.

"A level of management has effectively been eliminated," Sergio Mazza said of the changes, stressing that "All the top management in the North American Operations group has remained with the company".

"I will run the front office, and Jack (Scott) will run the back office," he added.

Also reporting to Sergio Mazza is Robert Barry, vice-president of customer service, who succeeds Mr. Mills. Mr. Barry, a one-time Memorex manager, left the company a year ago to become an independent consultant.

Seven regional/product sales vice-presidents, who had reported into North American Operations, also report directly to Sergio Mazza. They are Doug Wright, vice-president of western region sales; Ray Foster, vice-president of southwestern regional sales; Ron Bulin, vice-president of central region sales; Al Kennedy, vice-president of eastern



NEW CHIEF: Giorgio Ronchi, one of six International managers that bought Memorex late last year, has been named president and chief executive of the firm and chairman of the

region sales; Craig Richards, vice-president of southern region sales; William Koenig, vice-president for federal system sales; and Mark Kline, vice-president for media product sales.

"Structurally, we've shortened the line from sales to management," Sergio Mazza said. "It's a more decentralized organization. Memorex International always has been decentralized. Now we're bringing that to the U.S."

Bill Mazza is overseeing worldwide manufacturing of both terminals and media products, but will be based in Santa Clara, Calif. A company spokesman said most of Memorex' manufacturing facilities are located in the U.S.

His U.S. organization has not yet been set, but most manufacturing line responsibilities will remain intact, the spokesman said.

The Messrs. Mazza report to Mr. Ronchi in both their worldwide and U.S. posts. Also reporting to Mr. Ronchi is Chuck Recker, who remains as vice-president of human resources for the U.S.

Other Principals

The other three principals of the buyout team, Jean-Claude Zanolli, Richard Clarke and Carlo Papini, have become executives of the international organization.

Mr. Zanolli, former manager of Memorex France, has been named executive vice-president for sales and marketing. He is responsible for worldwide marketing, product sourcing, customer service, management information systems, public relations and customer engineering.

Former director of legal operations for the international grasp, Mr. Clarke becomes executive vice-president for finance and administration, responsible for worldwide financial, legal, planning and human resources aspects of the company.

Mr. Papini remains in charge of Italy and Switzerland as a vice-president, and takes on responsibility for export markets as well.

All three report to Mr. Ronchi.

Regional Responsibility

Other executives with regional responsibility include Andre de Greef, vice-president for France, Belgium and Holland; John Clarke, vice-president for the U.K., Ireland and Scandinavia; Johann Seifart, vice-president for Germany and Austria; Roberto Biffi, area manager for Spain, Latin America and Portugal; and Chris Pelly, area manager for Southeast Asia. They too report directly to Mr. Ronchi.

T Yamada, president of Memorex Japan Ltd., its subsidiary in that country, retains his post. Michael Kitching, who had been acting president of the International Operations group, is now vice-president of line support, assisting Mr. Ronchi with various duties and acting as chairman of the British subsidiary.

Messrs. Yamada and Kitching also report to Mr. Ronchi.

As reported, Messrs. Ronchi, Zanolli, Clarke, Mazza, Mazza and Papini, along with New York based investor Eli Jacobs, bought the merchant portion of Memorex from Unisys for about \$550 million (EN, Nov. 10, 1986). Unisys is retaining manufacturing and engineering of high-capacity storage systems, particularly 3380-compatible DASDs, and is supplying them to Memorex, which handles sales and service. Memorex also keeps manufacturing and engineering of IBM 3270 and S/3X compatible terminals, controllers and printers, as well as computer media, including floppy disks and cartridges.

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