

QUALIFICATION SUMMARY

19 years of experience in Partner Management and Global Alliances Development. In my Partner Management experience I covered many positions, from Presales to Partner Sales establishing strong relationships through the Channel, becoming one of the most strategic vendors in the Partner organization.

I led partner programs to maximize revenues and marginality, together with accepting new challenges, introducing new solutions and new value propositions. What I appreciate the most is to be part of the channel growth, proposing new scenarios.

I have a job experience in multinational companies and a good knowledge of HW (server, storage, networking, printing and digital devices). I've always worked to implement partnerships with Solution Providers, System Integrators and Vendors.

I am considered an expert in differentiating the offering through seminars, meetings and workshops with key people. I am known as a very collaborative professional, leveraging from teamwork to create swat teams.

I have a passion for innovation; I'm used to work as business developer to catch the attention of the market on the new IT trends and persuade the customer to chase new routes.

Summary of most important skills:

Core skills

- Value selling
- Relationship management up to CXO level
- Business acumen
- Business planning
- Business development
- Team working

Complementary skills

- Solution selling
- Problem solving
- Building trust and credibility
- Flexibility

PROFESSIONAL EXPERIENCE

REGIONAL ALLIANCE MANAGER

VMware

February 2017- February 2020

Responsibilities

- ✓ Fully dedicated to Dell Emc partnership.
- ✓ Responsible for the development and revenue performance of Dell Emc in Italy.
- ✓ Jointly, with Dell Emc, establish plans and strategies to expand the customer base, contributing to the development of sales, educational programs and activities for OEM internal staff, partners and customers.
- ✓ Consolidate both sales and Mkg plans at a regional level, support and ensure their implementation.
- ✓ Secure the right level of resource and funding allocation, to develop and grow both run rate revenue and large transaction deals with OEM & Alliances in Italy.
- ✓ Build consolidated reporting to measure and track revenue of large deals and transactional business, provide the management analysis and corrective actions proposals - where needed - to ensure goal achievement

Key Achievements

- ✓ Results: overachieved my revenue target in FY16, FY17, FY18, strong overachievement in FY19 with 40M\$ VMware Revenue and 16 ELA Contracts closed that opened my attendance to VMware President Club in 2016, 2017.
- ✓ Dell Emc achieved 5 VMware Competencies
- ✓ Lunch of internal pipeline generation in Dell Emc
- ✓ Relationship empowered between VMware and Dell Emc sales and presales people through workshops, joint account plans and Team Building initiatives.
- ✓ Engagement with Channel: initiatives with distributors to engage new selected partners through events and meetings.

- ✓ Focus on Dell Emc Partners to increase run rate sales and target Dell Enterprise Account Managers to increase ELA Contracts sales.
- ✓ Dell EMC Channel sales and presales organization enablement.
- ✓ Marketing activities: Roadshow Tours organized around Italy focused on Dell Emc and VMware ready solutions. Target: End users.
- ✓ About VxRAIL: engagement with Dell Emc (especially within Global Commercial customers, distributors and channel level), that allowed to close opportunities and create a strong pipeline in FY2017 with an efficient follow-up (joint visits to customers and partners). Next year business plan definition, supported by management commitment. Scheduled Marketing activities (i.e. Customer Events as VxRail Test Drive), Roundtable with top Dell Emc partners, distributor events for Channel.
- ✓ Marketing activities: lead generation with distributors
- ✓ VMware install base driven by Dell EMC to boost upselling and crossselling initiatives.

REGIONAL ALLIANCE MANAGER

VMware

July 2016- January 2017

Responsibilities

- Full responsibility of VMware Italy OEM & Alliances line of business.
- Proactive OEM covered: EMC/VCE, Dell and Fujitsu. Reactive OEM covered: HPE, Lenovo and Cisco, Hitachi
- Develop and manage sales, pre-sales and channel interactions between VMware and specific Alliance, to identify key joint solutions to put together on the market.
- Manage allocated partnerships driving Executive, Field and channel engagement, to create, develop and grow joint business in Italy
- Specific development of the HCI market for VMware at local level, by selecting 2-3 specific alliances to concentrate the business with. Proactive alliances are: EMC/VCE, Dell and Fujitsu
- Support the development of a consolidated business plan and sales strategy, as well as associated marketing and communication plans leveraging OEM/Alliances, with 2 main objectives to deliver:
- Dedicated SMB-Mid-Market/channel plan to increase transactional business
- Top account focus plan to identify large deals, leveraging OEM Installed base
- Responsible for the performance and development of the managed OEM and Alliances transactional business (deals <100K\$) as well as Large deals (>100K\$) with VMware, leveraging both OEM sales and their Channel with dedicated programs and activities.
- Identify, develop, track and report sales pipeline jointly built with managed OEM's and their ecosystems.
- Initiate and coordinate development of action plans to improve Upsell and Cross-sell leveraging OEM and Alliances customer installed base and channel.
- Implement relevant enablement programs for OEM Sales and Technical personnel as well as OEM partners ecosystem resources (Distributors, Value-Added resellers...)
- Conducts bi-yearly one-on-one review with respective Country and Partner Managers to agree on key joint objectives, build more effective communications, understand training and development needs, and to provide insight for the improvement OEM/Alliances business performance.

Key Achievements

- ✓ VMware President Award 2017
- ✓ Achievements: sold in July the first n.4 VxRail to customer Lavazza with Stretched cluster.
- ✓ Achievements: sold in September with EMC/VCE to the Customer Vaticano the First NSX on top th Hyper-converged Vxrack1000
- ✓ Achievements: Dell Royalty Growth of 37% Y/Y in the period July – November 2016
- ✓ Delivered training and enablement on NSX, vSAN in DELL and EMC Sales and Presales organizations
- ✓ Certifications achieved Ninja NSX Training by NSX Dell Specialist
- ✓ Lunch of internal pipeline generation in Dell and in Emc
- ✓ Relationship empowered between VMware and Dell and EMC sales and presales people
- ✓ Engagement with Channel: initiatives with distributors to engage new selected partners through Events and meetings.
- ✓ Built with Dell EMC VCE a swat team
- ✓ focus on Dell Partners to increase run rate sales and target Dell Enterprise Account Managers to increase ELA Contracts sales.
- ✓ Dell Channel sales and presales organization enablement
- ✓ EMC Channel sales and presales organization enablement
- ✓ Engagement with EMC: Roadshow Tours organized around Italy focused on VxRail. Target: End users with EMC Channel
- ✓ About VxRAIL: engagement with EMC (especially within GB, Distributors and channel level), that allowed to close opportunities and create a strong pipeline in H12017 with efficient follow-up by joint visits to customers and partners. Defined a business plan for next year supported by management commitment. Scheduled Marketing activities like Customer Event, Roundtable with top DELL EMC partners, Distributor events for Channel.

- ✓ Engagement with Fujitsu: Roadshow Tours organized around Italy focused on Hyper-converged Infrastructure with vSAN solutions. Target: End users with Fujitsu Channel
- ✓ Engagement with end users: together with Fujitsu, Dell and EMC directly or with partners at customer site or during round table.
- ✓ Fujitsu Channel sales and presales organization enablement
- ✓ focus on Fujitsu Partners to increase run rate sales and target Fujitsu Enterprise Account Managers to increase ELA Contracts sales
- ✓ Lunch of internal pipeline generation in Fujitsu
- ✓ Engagement with Fujitsu, Dell and EMC to select their loyal partners.
- ✓ Marketing activities: lead generation with Distributors
- ✓ Vmware install base sold by Dell and Fujitsu for boosting upselling and crossselling initiatives

STRATEGIC PARTNER BUSINESS MANAGER

VMware

Jul 2014- Jun 2016

Responsibilities

- Supporting Partners and End Users for all VMware solutions (Lutech, Sinergy, Softwareone, Filippetti, Eurosystem, Asystel Italia, Project Informatica, Mauden, Ifi consulting, CDM Tecnoconsulting, Zucchetti, Reply) for Italy
- Non Core revenue target achievement.
- Business plan
- Marketing activities

Key Achievements

- ✓ VMware President Award 2016
- ✓ Overachievement in 2014, 2015 and H1 2016 (in H2 I moved to a new role).
- ✓ Assigned partner have all achieved Premier Partnership

Corporate Sales Manager B2B

SAMSUNG ELECTRONICS ITALIA

Jan 2013 – Jun 2014

Responsibilities

- In B2B Department
- Managed a Corporate partner list in Italy
- Supporting Partners and End Users for all Samsung solution (printing, digital signage, networking, lighting, air conditioning) for Italy.
- Business Development Manager for End Users through IT Corporate Dealers and System Integrators
- Achieve individual Target
- Business plan

Key Achievements

- ✓ Achieved all revenue and profit targets

Corporate Sales Manager IT

SAMSUNG ELECTRONICS ITALIA

Apr 2008 – Dec 2012

Responsibilities

- In IT Department
- Business Development Manager for IT Partners like Asystel Italia, Venco, Zucchetti Informatica, Numero10, Seti, GruppoBDF, Project Informatica, Bellucci, R1, Alba Ufficio, Microsys Informatica, Lutech, Avanade, Accenture, Value Team, Centro Computer, Rekordata, ACS Data Systems and others
- Supporting Partners and End Users for all Samsung solution (printing, digital signage, networking, lighting, air conditioning) for Italy.
- Supporting Partners and End Users in IT Solutions Environment (Mobility, Printing Solutions, Digital Signage Solutions, Thin client) for Italy.
- Alliance Manager for Cloud Solutions (Thin Client, tablet and Mobility) supporting Praim, Citrix and VMware
- Achieve individual Target
- Business plan

Key Achievements

- ✓ Achieved all revenue targets
- ✓ Channel program

Partner Account Manager PSG

HEWLETT-PACKARD ITALIANA

Sep 2007 – Mar 2008

Responsibilities

- In Personal System Group
- PSG Partner Account Manager on end users (customers) and resellers (Lombardia, North-West Italy) and Corporate Dealers at country level.
- PSG Business Manager for Servers (ISS) and Storage (SWD) on HP Partners like Asystel, SCC, Thera, T-system, Numero10, Dataprogress, Guttadauro C&S.
- PBM (Partner Business Manager) accounted Partners as process and communication manager and in charge of the “new qualification partner process” (i.e.Eutelia)
- Achieve individual Target
- Business plan

Key Achievements

- ✓ Several over 2M\$ projects sold to specific customers (i.e Accenture, PWC,...)

Partner Account Manager IMAGING&PRINT

HEWLETT-PACKARD ITALIANA

May 2003 – Aug 2006

Responsibilities

- In Imaging & Printing Group
- IPG Partner Account Manager on end users,resellers (Lombardia, North-West Italy) and Corporate Dealers at country level.
- IPG Business Manager for printers and printing solutions. Pay per Use sales implementation
- Manager on HP Channel
- Achieve individual Target
- Business plan

Key Achievements

- ✓ Won the Prize of Solution Manager 2005
- ✓ More than 50% of Pay per Use Printing contracts of Italian Country sold with my managed partners

Partner Account Manager NETWORKING

HEWLETT-PACKARD ITALIANA

Sep 2002 – Apr 2003

Responsibilities

- In Procurve Network Business
- PNB Partner Account Manager on end users and resellers at country level..
- Networking Business Manager for partners Manager on HP Channel
- Achieve individual Target
- Business plan

Partner Account Manager COMMERCIAL

HEWLETT-PACKARD ITALIANA

Apr 2001 – Aug 2002

Responsibilities

- In Commercial Customer Organization
- Storage Partner Account Manager on end users and resellers at country level.
- Achieve individual Target
- Business plan

Presales Consultant

HEWLETT-PACKARD ITALIANA

Apr 1999 – Mar 2001

Responsibilities

- In Commercial Customer Organization
- Storage Pre-Sales Specialist on end users and resellers at country level.
- In charge of business vendor’s alliances for back-up sw solutions (CA, Veritas, Legato, IXOS...).

- In charge of the new disk storage and Virtual Array introduction (NAS, SAN and HP)

Technical Specialist

HEWLETT-PACKARD ITALIANA

Nov 1995 – Mar 1999

Responsibilities

- In Test & Measure Organization
- Technical Specialist: customers for high-frequency instruments.

Product Specialist

HEWLETT-PACKARD ITALIANA

Sep 1992 – Oct 1995

Responsibilities

- In Customer Response Center – Information Technology
- Product Specialist at country level for computers, plotters, printers, hp-ux terminals.
- Trainer: HP products vs. Dealers, Support Providers, ORC and HP technical employees.
- Relationship Manager for HP Partners and Strategic Customers.
- Technical Support Specialist for HP resellers (hw and sw).

Technical Specialist

HEWLETT-PACKARD ITALIANA

Dec 1989 – Aug 1992

Responsibilities

- Technical Specialist: computers, servers and printers

Designer Product Specialist

SIEMENS TELECOMUNICAZIONI

Nov 1987 – Nov 1989

Responsibilities

- Power Supply Project Manager

EDUCATION

1987 I.T.I.S. “ G.Marconi” High School – Gorgonzola (IT) – Specialization: Telecommunication

ADDITIONAL INFORMATION

- Married in 1994, two sons
- Outside of work I enjoy spending time with my family and good friends. I’m also a runner, a cyclist and a tennis player. Involved also in some volunteering activities (i.e supporting children in sport activities).

With reference to Italian Law (L. 675/1996 and Dlg. 196/2003) I authorize the treatment of all personal data contained into this CV.