

SERGIO LORENZO PISCAZZI

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PROFESSIONAL PROFILE

I am a senior sales professional of the security sector. I worked initially for some of the main European value added distributors and subsequently in two leading multinational security vendors. I covered roles of increasing responsibility within the channel sales management (service provider resellers distributors end user) and in the operational marketing. I have mainly operated with service provider (BT, Verizon, AT&T, OBS, Vodafone) system integrators (Reply, Accenture, KPMG, Deloitte) and resellers (Lutech, DimensionData, Maticmind, R1SPA) and I addressed the following sectors: Public Administration, Finance, Industry and Telco.

All through my career I had the chance to consolidate excellent sales abilities; moreover I've been in charge of managerial roles, which I effectively addressed within a country-wide responsibility. I have achieved important successes by marketing products and services of the firms that I have served. The constant attainment of the assigned objectives and a careful orientation to partner satisfaction have constantly marked my results and my professional profile. Negotiation skills and human resources management are additional components of my profile.

PROFESSIONAL EXPERIENCES

Zscaler, Milan(MI)

2018-March 20

Global cloud-based information security company that provides Internet security, web security, firewalls, sandboxing, SSL inspection, antivirus.

Channel Sales Manager Italy & Iberia

Responsible for the creation and management in the area under my responsibility of an echo system of partners, supported from main telephone operators with already in place a global agreement. My primary job is supporting and enablement them in the development of the Zscaler business with technical and commercial training, drawing up work plans for the generation of pipelines and recurrent QBR.

Partnership creation and consolidation with SI and VAR.

FY19-105% Revenue \$4.5M

FireEye , Milan (MI)

2013-2018

Global leader in the providing cyber security solution, protect the most valuable assets in the world.

Partner Manager with the responsibility of the development of the channel: Reseller and System Integrator and Global Alliance Principal realizations

- I have built and formed the channel of Italian FireEye
- Established accurate sales forecasts and business plan followed QBR every quarter

- Marketing Activity for built pipeline with partner focus
- Established new incremental business with successful
- Go to market Achievement

FY13- 80% Revenue € 800K – business generated only with the partners

FY14- 90% Revenue € 1.3m - business generated only with the partners

FY15- 100% Revenue € 1.4m - business generated only with the partners

FY16- 115% Revenue € 1.7m - business generated only with the partner

FY17- 110% Revenue € 1.5m - business generated only with the partner

BT and HP closed with new contract for managed services

Closed and On-boarded more than 62 partners, reseller , consulting and Telco

Focus and manage with 5 main partners that covered all territory (Reply – NTT/DData – R1- Puntot-Intersistemi)

To the date I close with this 5 partner more than €1m I have both strong technical and commercial expertise and feel this gives me a clear advantage over other Channel professional as I am able to articulate both technical and commercial value proposition to a variety of different partners audience

RSA The Security Division of EMC , Milan (MI)

2011-2013

Global leader in the market of the Security Management, present in Italy with over 20 employees and a billing 2011 of \$17 mils.

Partner Account Manager with the responsibility of the development of the channel: Reseller and System Integrator that they operate in the markets PA, Health, Finance and Industry

Principal realizations

- I have started the collaboration with the principal firms of the channel, among which: MATICMIND, R1SPA, REPLY, LUTECH, YARIX
- I have drawn and coordinated some commercial initiatives and of marketing together with CISCO and VMWARE with important results in the development of the offer of services and products
- Established accurate sales forecasts and business plan on end user
- Established new incremental business with successful
- Go to market

RADWARE, Milan

2009-2011

Radware is a Italian vendor with headquarter in EMEA Asia and APAC, offers solutions that make the sure applications, fast and highly available, present in Italy with over 10 employees and a billing 2010 of \$ 8 mils.

Channel Manager (2009 -2011): I managed strategically three distributors (Computerlinks, Magirus, Computer Gross), giving them commercial formation and autonomy, guaranteeing her correct

margin, stimulating the recruitment of new partners so' to increase the business and the quota of market company.

Responsibility of the support to the commercial area, marketing operational for the development and personalization of the products sold and also of the maintenance of the competences of market.

I have contributed to increase the total billing on the distributors market and I have dealt with to consolidate the Radware partners your activate, certifying them and supporting them.

Principal realizations

- Responsible of a project for the throwing of the new program of channel releasing to the principals media of the sector formal interviews has contributed to make Radware a society' of visible channel on the market
- I have organized, in collaboration with the Distributor and VMWARE, the activities for the throwing of Virtual Appliance (Alteon): base for the communication and the cooperation among virtual environments guaranteeing the availability of the applications
- I have consolidated the channel: proposition of the solutions offered with a meaningful increase of billing
- I have conceived in collaboration with the corporate a project to improve the visibility of the partners through the organization of seminars and workshop.
- I have organized the activities to realize and to release the technical certifications to the partners
- I have coordinated the team of renovations in collaboration with the distributors.

ALLASSO SpA Milano (Magirus dal 2007)

2004→2009

Allasso is value add distributor specialized in security solution and e-business.

Business Development Manager – Channel Account Manager

Responsible for the creation the sale channel and point of reference for the vendors without presente in Italy (Websense, Aladdin, ActivCard) I have dealt with the recruitment of new partners and their formation with courses of certification and commercial updating.

Preparation of pipeline and monthly forecast to be shared with the vendor; studies of market to verify the position of the competitors.

Over 200 among new VAR, reseller and system integrator engaged for constituting a good sale channel . Strongly growth in terms of billing above all the following brands to me assigned: Websense, Symantec, StoneSoft, My targets are the greatest partners on the territory (VAR, Systems Integrator) and the software house interested to develop some competences in this area. Coordinated together with the Vendor initiatives, events and market promotions

AXWAY Sopra Group Srl Milano

2000→2004

(Commercial society of the group Above, very known in France as society of consulting.)

I have contributed to the start-up of the company in Italy, taking care of the technological part of the offices and directly developing on the end user the solutions of enterprise application integration; I have taken care of the selection and formation of a competent and competitive team. I have covered then the role of Technical Account Manager: I have followed some keys customer since the first phases of presentation produced, preparation of forecast of business and developing new opportunities-

ATTACHMATE Srl, Milano

1997→2000

System Engineer Manager: I have managed the technical department supporting the sale of the products in collaboration with the commercial ones, both on end user and through the VAR. I have managed the distributive channel, in particular way the commercial ones of the distributors, so that they were propositivi and autonomous in the management of his/her own clients (VAR, Reseller or

System Integrator). I have personally followed besides the sector of the inside local nets to engineering level .

SYSNET Telematica S.p.A., Milano

1990→ 1997

Technical equipment of system for the data transmission, from 1993, I have covered the charge of **Product Specialist** for the brand NetSoft.

I have also dealt with the professional preparation of the personnel both inside and external to the company, preparing and holding theoretical-practical courses of formation.

R.G.E Elettronica Srl, Milano

1987→1990

Electronic expert of laboratory: jobs of testing and wirings of electronic centraline, fitter of electronic component on cards.

OTHER INFORMATION

Registry Date: born a Milano il 19/02/1966 – Married

School:

Degree of PERITO ELETTRONICO - presso l'I.T.I.S. "L.Galvani" di Milano (1988).

Specializzazione post-diploma "Programmazione Avanzata in linguaggio 'C' – Ist. Vigorelli Milano (1995)

Language:

English: good