ITALO NESI

BSc. Electronic Engineer, MBA, Prince2

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PROFESSIONAL SUMMARY

- +23 years of experience in Telecoms/IT industries.
- BSc in Electronic Engineering (UFRN, Brazil).
- Executive MBA (COPPEAD/UFRJ, Brazil).
- Executive Master in International Supply Chain Management (UCL, Belgium).
- Specialization in Project Management (USP/FGV, Brazil).
- Experience in the entire value chain of Telecom/IT industries: R&D, Product/Services design, Marketing, RFP/RFQ, New Product Introduction, Pre-Sales, Sales, Order Management, S&OP, Supplier selection and development, Manufacturing, Logistics, Import/Export, Delivery/Project implementation and Sales.
- More than USD 24MM in sales when working as Sales for Consulting Services/SaaS (~3 years).
- International experience working as a Project Manager, Operations Manager, Sr. Manager of Project Deployment and Consulting Services/SaaS Sales.
- As a project/program manager worked in USD 20k~25MM projects/businesses in more than 43 countries across Americas/Caribbean, Europe and Africa. Using concepts of PMI, Prince2 (Certified), ITIL v3, Oracle Unified Method (OUM) and Agile/Scrum.
- Directly managed a multicultural team of up to 30 staff members (Project Managers, Professional Services Architects/Engineers, Import/Export Coordinators, Order Management Analysts and Application Engineers).
- Experience in developing Sales & Operations Planning Management processes for a consulting services organization based on the standard S&OP process for the manufacturing industry.
- Experience in warehouse management, import and export regulations in the EU, developing best practices for logistics & carrier selection and 3PL performance measurement and development.
- Amongst other applications, developed in Pascal/Delphi a Protocol Analyser for SS7 ISUP/MAP using the concept of CDR packing, a Short Message Gateway between a Harris RF Radio Monitoring system and a Nortel DMS-MTX switch, and a location by triangulation system taking the RF measurements transmitted back by the handsets.
- IT/Telecom Products designed/deployed/sold: Stock/Event Management, Labelling System, Logistics/Tracking System, Data Warehousing, BI, Geo Localization, Home Automation, Remote Controllers, Website/Server, Firewall, NAS, Protocol Analyser, Signalling Gateway, PSTN, Base Station, MUX, HLR/VLR, HSS, Voice Mail, URA, MSC, SMSC, SS7/Diameter/SIP/IP Monitoring Systems and Routers*, GGSN, SBC*, mobile/cable PCRF*, OCS/Billing, Number Portability, EIR, Element Management* and Data Analytics Systems*.
  (*) Barebone and virtualized
- Forex trader (Fibonacci retracements and John Kelly's money management as main strategies).

SOFT SKILLS

Critical/Logical thinker; Problem Solver; Creative; Innovator; Process Improvement; Conflict Resolution / Arbitrage; Decision Maker; Methodologic; Assertive; Giving Feedback; Communication; Self-taught; Self-motivated; Confident; Positive; Teamwork and Collaboration; Mentoring; Sales; Negotiation; People Management; Leadership; Time Management; Punctual; Flexible; Work Under Pressure; Honest; Work/Business Ethics; Organization; Planning; Technology Savvy.

TECHNICAL SKILLS

- Expert in Excel/Project/World/Visio/PowerPoint, including VBA/DAX.
- Advanced knowledge in Linux (Debian), Python (machine learning / data analytics), SQL and Virtualization (KVM and Oracle VM).
- Intermediate knowledge in Azure, Power BI and Tableau.
- Intermediate knowledge in R, OSX, HTML, CSS and JavaScript.
- Intermediate knowledge in IoT integration/development using Arduino, Raspberry Pi and several sensors/interfaces.
- Intermediate knowledge in MetaTrader4 and MQL4.
- Basic Knowledge in C++, Java and Android Studio / SDK (*developed a multi-client/server Bluetooth app so my daughter never get lost again in a museum*).

FORMAL EDUCATION

1. **MSc IN APPLIED MATHEMATICS (FIRST YEAR ONLY)**
   PONTIFICIA UNIVERSIDADE CATOLICA (PUC-RIO)

March	2015 – November	2015	Rio de Janeiro, Brazil

2. **EXECUTIVE MBA, BUSINESS ADMINISTRATION AND MANAGEMENT**
   COPPEAD UFRJ

   Projects: 1. Ultra-compact electric car for urban environments, designed for safety, mobility and optimal production/distribution;
   2. Modular business hostel for dense areas and/or major airports.

March	2013 – December	2013	Rio de Janeiro, Brazil

3. **EXECUTIVE MASTER IN INTERNATIONAL SUPPLY CHAIN MANAGEMENT**
   UNIVERSITE CATHOLIQUE DE LOUVAIN

   Thesis: S&OP process for a consulting services organization

October	2010 – July	2011	Brussels, Belgium

4. **BSc IN ELECTRONIC ENGINEERING**
   UNIVERSIDADE FEDERAL DO RIO GRANDE DO NORTE (UFRN)

   Top student scoring a grade of 83.5%

August	1993 – December	1997	Natal, Brazil

EXPERIENCE SUMMARY *(CLICK ON THE JOB TITLE FOR MORE DETAILS)*

1. **DIRECTOR, CONSULTING SERVICES SALES (CALA)**
   ORACLE

September	2013 – November	2016	Rio de Janeiro, Brazil

2. **SR. MANAGER, HEAD OF PROJECT DEPLOYMENT (CALA)**
   TEKELEC

November	2012 – August	2013	Rio de Janeiro, Brazil
October	2011 – October	2012	Egham, UK

3. **MANAGER, LOGISTICS/OPERATIONS, S&OP (EAAA)**
   TEKELEC INTERNATIONAL

September	2009 – August	2011	Brussels, Belgium

4. **SR. PROJECT MANAGER (EAAA/CALA)**
   TEKELEC

January	2007 – August	2009	Egham, UK
March	2006 – December	2006	Rio de Janeiro, Brazil

5. **MANAGER, HARDWARE ENGINEERING MANAGER / R&D PROJECT MANAGER**
   LUCENT TECHNOLOGIES (BELL LABS INNOVATIONS)

September	2005 – February	2006	Rio de Janeiro, Brazil
June	2004 – August	2005	Campinas, Brazil

6. **SR. PRODUCT ANALYST / SYSTEMS ENGINEER / OPERATIONS ENGINEER**
   CLARO (BCP TELECOMUNICAÇÕES)

July	2002 – May	2004	São Paulo, Brazil
January	2000 – June	2002	Recife, Brazil
June	1998 – December	1999	Maceio, Brazil

7. **MOBILE NETWORK OPERATIONS AND RF PLANNING TEAM (INTERNSHIP)**
   TELERN CELULAR

June	1997 – January	1998	Natal, Brazil

8. **SW DEVELOPER (CLIPPER/DBASE, C, FORTRAN, MATLAB, DELPHI)**
   BUSINESS OWNER

August	1993 – January	1998	Natal, Brazil

LANGUAGES

Portuguese-BR	Fluent (Native)	
English	Fluent	
Spanish	Fluent	
French	Intermediate knowledge	
Italian	Intermediate knowledge	

Oracle [Rio de Janeiro, Brazil]	1. Director, Consulting Services Sales (CALA)	[September/2013 November/2016]

Responsibilities:

Consulting Services/SaaS Sales, Marketing and Product Management for the Oracle Communications signalling and network products portfolio (software as a service, implementation, managed services, network planning, advanced technical consulting, project management, etc.). For the first year, I was in charge of Latin America and Caribbean. Direct and indirect sales. Then, after growing the business, I focused on Brazil, North Cone of Latin America and the Caribbean. Internal trainer, coach and enabler (technical, process and tools) for any new member added to the team.

Achievements:

More than USD 24 million in sales, 45% of which related to services only opportunities. Meet sales target in all three fiscal years: 134%, 198% and 122%, respectively.

Tekelec [Rio de Janeiro, Brazil]	2.1 Sr. Manager, Head of Project Deployment (CALA)	[November/2012 August/2013]

Responsibilities:

Manage a multicultural team of +30 Project Managers, Architects and Field Engineers. In charge of the P&L and deployments in the Caribbean and Latin America region. Ensure customer satisfaction in pre-and post-sales phase, project quality and establish an ongoing and self-reliant Project Deployment. Translate the regional sales plans into Project Deployment budget and resources, including subcontractors. Manage the Project Deployment team including annual appraisals, regular team meetings, project organization, workload, training, travel and leave planning. Provide weekly technical and executive reports on all projects and weekly revenue recognition forecast. Support presales activity for all Project organization and schedule aspects. Train and develop the project team to be best in class.

Achievements:

88% of the projects concluded on time and budget. USD 8 million in revenue

Tekelec [Egham, UK]	2.2 Sr. Manager, Head of Project Deployment (CALA)	[October/2011 October/2012]

Responsibilities:

Same as above.

Achievements:

82% of the projects concluded on time and budget. USD 7 million in revenue.

Tekelec International [Brussels, Belgium]	3. Manager, Logistics/Operations, S&OP (EAAA)	[September/2009 August/2011]

Responsibilities:

Manage a multicultural team of 8 Application Engineers, Logistics Specialists and Order Management Analysts. Timely and accurate order engineering, creation, fulfilment, and delivery for Tekelec international customers, utilizing the best value carriers to satisfy both customer and company needs. Develop and enforce policies and practices that align with organizational goals relating to costs and efficiencies in the department. Prime interface with all regional suppliers and directs the activities of those within the department who work directly with vendors, customers and carriers. Operational management of third party (3PL) warehouse and shipping activities. Develop/implement shipping practices that include quality, service and budgetary considerations. Monitor carrier performance and reports findings.

Achievements:

Reduced 12% of the transportation costs by working closely with the 3PL partners and implementing the industries best practices. Developed a process and algorithm to evaluate if a given crate would fit in the end customer elevator (considering the max crate tilt allowed and the dimensions of the elements), that has also saved more than USD 300 thousand in transportation and resources costs. Developed a system to facilitate the data input and logistics reporting accuracy.

Tekelec [Egham, UK]	4.1 Sr. Project Manager (EAAA)	[January/2007 August/2009]

Responsibilities:

Analysis and design of project objectives and events after purchase order, working with Sales and Pre-Sales engineers to review customer solution, expectations and commitments as input to the project charter / Project Requirement Document. Develop detailed and objective project plans and Work Breakdown Structures for all assigned customers, understanding customer requirements and developing detailed Statements of work to ensure project success and closures, forecasting future trends in the project and assessing and controlling risk (or Risk Management). Controlling project execution, facilitate and establish regular Project Review Meetings with the customer and internal stakeholders, tracking and reporting progress and analysing the results based on the facts achieved. Project closure (and project debrief), communicating to stakeholders and measuring project performance. Internal mentor and trainer (technical, process and tools) for any new member added to the team.

Achievements:

Successfully completed more than twenty-one projects ranging in revenue from USD 20k to 25MM (average of 27% gross-margin) in Europe and Africa. Successfully managed the power-unit recall and replacement project in the EAAA region.

Tekelec [Rio de Janeiro, Brazil]	4.2 Project Manager (CALA)	[March/2006 December/2006]

Responsibilities:

Same as above.

Achievements:

Successfully completed four projects ranging in revenue from USD 80k to 450k and able to revert Tekelec of a vendor swap process in one of the tier #1 customer by being assigned as project manager in the middle of a misconducted new product introduction project.

Lucent Technologies [Rio de Janeiro, Brazil]	**5.1 Manager, Hardware Engineering**	[September/2005 February/2006]

Responsibilities:

Provide technical expertise to optimize Lucent's supplier impact early in the product design process. By means of analysing hardware technologies against product requirements, providing component and technology recommendations in alignment with Lucent's sourcing strategies to meet target costs and maximize margins while reducing risk, providing electrical component engineering and management expertise in selecting critical devices to ensure that reliability/quality and strategy adherence targets are achieved along with identifying component alternatives to maintain business continuity for new and legacy products. Additional responsibilities for identification and implementation of cost reduction projects in order to meet the desired product target costs.

Main Products: BZ™ switching family: BZ-5000™, BZ-RS™ and BZ-SP™ (international market); RLU-ESA Stand Alone Application for Lucent 5ESS Switch.

Achievements:

Reduced by 8% the electronic components cost and developed a system to automatically search online for End-of-Life components as per the Bill-of-Materials of the products owned.

Lucent Technologies [Campinas, Brazil]	**5.2 R&D Project Manager**	[June/2004 August/2005]

Responsibilities:

Project Manager for HW/SW development with Lucent/US (Illinois and Oklahoma) which included a partnership with FITec using the methodologies, techniques and tools of project management (PMI, PERT/CPM, EVMS and Theory of Constraints). Additional responsibilities including team manager for maintenance of HW/SW switching products (on-going support) and for some modules of the Lucent 5ESS™ Switch.

Achievements:

Main managed projects: Compact-switch iGEN™ (North American and International market); Stand-alone module (RLU-ESA™) for 5ESS™ Switch (North American and International market); new features for BZ™ switching family: BZ-5000™, BZ-RS™ and BZ-SP™ (international market); Manage continued evolution and maintenance of a web-based tool for cost control, scheduling and new feature requests for the Brazil R&D projects.

Claro (BCP Telecom) [São Paulo, Brazil]	**6.1 Sr. Product Analyst**	[July/2002 May/2004]

Responsibilities:

Project management of Engineering and IT organizations. Primary contact for Marketing, Customer Relationship Management and Revenue Assurance organizations in order to develop new solutions and products for B2C and B2B markets.

Achievements:

Main managed projects: BCP Web site, SMS B2B and P2P partnerships; integration with billing system; mediation and pre-paid services; software to control customer accounts; platforms for voice added value services; SMS interoperability with other Brazil national mobile service providers and international service providers (BellSouth/Latin America); CDPD/CSD services, Location based System; development of a tool for planning and project execution.

Claro (BCP Telecom) [Recife, Brazil]	**6.2 Systems Engineer**	[January/2000 June/2002]

Responsibilities:

Support and development of new products and services deployment with Engineering, IT and Marketing organization. Projects included the development of methodologies to optimize the existing product resources, such as the engineering platforms (Switch, Voice Mail, SMS, Pre-paid, Wireless Application Platform) and development for new product and value added features. Responsible for the evolution of the system, compatibility and integration. Responsible for the technical documentation of the new products and services.

Achievements:

Main developed products: Voice virtual private network; collect call network; remote management system via SMS; protocol analyser for SS7/IS41-ISUP; IS41 network optimization; billing system feed by ISUP signalling; system for malicious call trace in partnership with the Brazilian Federal Police Department.

Claro (BCP Telecom) [Maceio, Brazil]	**6.3 Operations Engineer**	[June/1998 December/1999]

Responsibilities:

Nortel DMS-MTX™ (TDMA), Voice Mail and pre-paid system maintenance and operations.

Achievements:

As it was the start-up of BCP in Maceió and in the beginning, we had a small team, was the key team member to have designed the operational processes (technical and facilities) and improved the efficiency and reduced costs of the monitoring services during the night shifts of up to six regions by developing a system to speak-out (text-to-speech), log and classify the system the alarms. With that we were able to reduce from three to two engineers providing the services during the monitoring periods.

TELERN Celular [Natal, Brazil]	**7. Operations and RF Planning Team (Internship)**	[June/1997 January/1998]

Responsibilities:

Monitor the cellular mobile system of the Rio Grande do Norte state.

Achievements:

Deployed 15% of the radio (mini-link) network of the region and improved the parsing system to read the radio-frequency measurements enhancing the quality reports provided to the management team.

Business Owner [Natal, Brazil]	**8. SW Developer**	[August/1993 January/1998]

Responsibilities:

I was the only one in my small business and, for that time of my life still living with my parents, considerably profitable. In charge of marketing, pre-sales, sales, SW development (Clipper/DBase), testing, deployment, quality assurance, support and invoicing.

Achievements:

I was able to go through university without bothering my parents for money.

Two systems successfully development and maintained for more than 3 years:

1. Stock and Event control for a disco house.
2. Labelling System for a computer store / training facility.