

Luca Bonesini



Sales Manager, Business Developer, Geek, UnSelling™ Professional
Vicolo Santa Marta, 21 – 24050 Mozzanica (BG) Italy | December 6th, 1970 - Italian, Married
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More than twenty-five years ICT Sales, Business Development, Product Marketing experience
Creative problem solver, excellent communicator, competent, technical advisor
Business developer, Lead Auditor ISO 27001, Security Consultant, Blogger, Open Source enthusiast

+ EMPLOYMENT

February 2018 – present

VMware | Regional Cloud Management Business Manager | Milan, Italy

In charge of the Cloud Management Platform business sales (vRealize), on premise and SaaS, for Italy.
Sales management, consulting, pricing, tech: CMP, Multicloud, Datacenter automation, container, DevOps.

April 2014 – January 2018

ECONOCOM | Business Development Manager, Technical Advisor | Milan, Italy

Developed, marketed and sold new business solutions, integrating various technologies and scenarios on Cloud, Mobile, Social, Big Data & Analytics, Internet of Things. Managed partnerships with Apple, Microsoft and Samsung.

July 2010 – March 2014

SOURCESENSE | Sales Manager | Milan & Rome, Italy (Pro-netics Group/Xpeppers)

Sold and marketed consultancy, support, products and services around key Open Source technologies: ECM, Enterprise Search, Big Data, BI, ALM, Agile, Middleware, Cloud, XML, SOA, Mobile, API, Identity Gateway.

Key achievements:

- . rebuilt a territory spanning Northern Italy to Rome;
- . drove sales of more than €1,5 million annually, 100% direct sales;
- . increased revenues by 35% and profits by 25% (15 new customers in 2011, 8 in 2012);
- . worked with CxOs from Sole24 Ore, Infocamere, Selex ES, Autogrill, Csi Piemonte, Regione Lombardia, Gruppo L'Espresso, SAI Fondiaria, Generali, Nordcom, Prysmian, RAI, SAP, Telecomitalia, Banca d'Italia, Fastweb, Senato, Camera dei Deputati, CNR, H3G, Cineca, Vaticano, Phoenix, Unicredit, Intesa Sanpaolo.

September 2009 – June 2010

TERASYSTEM GROUP | Sales Area Manager North East | Padova, Italy

Responsible for the North-East Italy Sales Area with Total Order Value, Revenues, Margins and Customer satisfaction targets. Definition of the area sales plan for acquiring new clients and vertical development of the existing clients through the sale of value propositions.

Key achievements:

- . managed and developed a team of six people;
- . worked with CxO from Generali, Autovie Venete, Benetton, UBISS, Unipol, Insiel, T-Systems, Popso, Banco Popolare;
- . achieved 110% of quota.

January 2009 – September 2009

ONION (ALTEN GROUP) | Business Unit Manager | Brescia, Italy

Responsible for the ITSM BU's Profit & Loss, growth and management (10 people total). Worked on prospecting new accounts and developing relationships with clients, making proposals and closing deals; recruited and managed people, defined business plan and managed business partners relationships. In charge of sales and business development for IT Service Management solutions (BMC Remedy ARS, ITSM, CMDB, ITIL), ERP (SAP, MS Dynamics NAV), CRM (Microsoft), Web Applications, Business Intelligence, IT Infrastructure, Security Solutions, Education services.

May 2002 – January 2009

ECS (SocGén Group) | Senior Services Sales Executive | Milano, Italy

Originally helped to organize and develop the brand-new presales infrastructure, created to support salesmen selling ICT Services (Asset Management, Business Continuity, IT Security - Multiplatform: IBM Mainframe, iSeries, Unix/Linux Systems, Windows). Eventually moved to Sales as Senior Executive, in charge of Key Account Clients (managed the negotiation of individual contracts up to €2.5 million per contract). Also developed a good financial knowledge of the IT asset leasing business. Actively involved in the launch of new products/services. Integrated in a real international team.

Direct management of the following enterprises: T-Systems, Generali, Lombardia Informatica, Brembo.

February 2001 – February 2002

ROHM AND HAAS COMPANY | Project Manager | Philadelphia PA (USA)

Moved overseas (Philadelphia/US) as PM of the Collaborative and Computing World Team; helped planning, developing and deploying the new Lotus Domino infrastructure (18.000 clients worldwide). Managed developers of the software used to migrate/install client machines (PCs, Palm, Handhelds, etc.). In charge of the infrastructure planning/deployment and support for Asia-Pacific and Latin America

April 1997 - January 2001

ROHM AND HAAS ITALIA | IT Manager | Mozzanica (BG), Italy

Hired as IT infrastructure team leader, eventually promoted to Information Technology Manager. In charge of the Helpdesk and the IT Infrastructure teams (6 people). Managed half-M€ budget, core projects/activities (Disaster Recovery Plan, internal Helpdesk re-organization, new company merge integration, telecommunication infrastructure renewal, web infrastructure, legacy software development, IT asset leasing). Also involved in the Company Management Board and the Quality Committee.

July 1989 - April 1997

NETWORK SYSTEMS | Owner | Pieve Fissiraga (LO), Italy

Established a new firm called Network Systems, working in the IT Consultancy and Software Development businesses. Developed important business partnerships with Microsoft and Lotus Business Partners, able to rapidly increase the number of customers. In charge of the business development (sales) and the multiplatform software development areas (PCs, Unix Systems, AS/400).

+ SKILLS AND COMPETENCES

Specialties: Direct Sales, Business Development, Business Management, Client Relationship Management, Product Marketing, International Business, Team Building, Technical Advisory.

Personal profile: entrepreneurial and pro-active, strong drive and keen business mind. Identifies and develops opportunities; innovates and makes things happen. Technically competent/qualified.

Foreign languages: fluent spoken and written English; French (basic knowledge).

Communication: excellent communicator, with good influencing and interpersonal skills. Flexibility and adaptability, proven by ability to juggle several job assignments at the same time.

Technology savvy with sound knowledge and past experiences in ISO27001/BS7799, Privacy, Security, Networking, Design and Management, OSs, programming, DBs, Storage, Virtualization, ECM, ILM, ITIL, ITSM, Search/Semantic/Social, OSS, SOA, API, BPM, Agile, Cloud, Big Data, Mobile, IoT.

+ EDUCATION & CERTIFICATION

2005-2007	Systems and Network Security, Università Statale degli Studi di Milano
1989-1992	Computer Science, Università Statale degli Studi di Milano
1984-1989	Computer Science (High School), ITIS Lagrange, Milano, Italy, (56/60)
	Extensive professional training in the areas of sales, relationship building and leadership
	Various technical sales certification, Lead Auditor ISO27001, BS7799, DNV, Milano, Italy

+ ADDITIONAL INFORMATION / PERSONAL INTERESTS

My two children, family and friends. Technology. Sports (Javelin throw, MTB). Music (bass guitar, singing). My lemon tree.