



# LUCA BONESINI

Geek  
Business  
Developer  
Blogger

ITALIAN, MARRIED  
December, 6th 1970  
Milan, Italy

## SKILLS

Cloud

Application / SW Dev

Data Analytics AI ML

Security

IT Strategy

Fluent S/W English

## CONTACTS

+39 366 688 7125

lbonesini@gmail.com

<https://www.linkedin.com/in/lucabonesini/>

@lbonesini

<https://lucabonesini.it>

## AT WORK

Dynamic business leader with a robust technology foundation and entrepreneurial drive, specializing in business development, sales, and pre-sales. Expertise spans Cloud Computing, Automation, Software Development, Data Analytics, AI/ML, and Open Source technologies. Adept at crafting market strategies, developing competitive offerings, and executing sales initiatives while building strong, trusted relationships

## EXPERIENCE

Oracle 2024 - Present

### HEATWAVE COUNTRY SALES MANAGER

- Leading Oracle Cloud business in Italy for HeatWave, focusing on Generative AI, Machine Learning, Analytics and MySQL
- EMEA HeatWave Sales Specialist of the Quarter Q1/FY25
- Developing the Italian market, pipeline building, partners management, events organization

VMware 2018 - 2024

### DIRECTOR CLOUD MANAGEMENT

- Overachieved >140% ten semesters in a row, Large & Corporate Accounts
- Worldwide Multi-Cloud Management Sales Specialist of the Year FY22, 183% of plan, 91% growth Y/Y
- President Club Winner FY22, FY23
- Impact Player and Trusted Advisor, worked with customers on their Cloud Operating Model implementation / Enterprise IT transformation
- Successfully implemented a Subscription & SaaS strategy at customers'

Econocom, 2014 - 2018

### BUSINESS DEVELOPMENT MANAGER

- Helped customers adopting complex IT solutions (Cloud, Mobile, Data, IoT)
- Company spokesperson, Customers' Stakeholders Trusted Advisor
- Company Ambassador for Samsung
- People Manager, team of 3

Sourcesense, 2010 - 2014

### SALES MANAGER

- Sales Manager, Business Developer (+160% new logo in 3 yrs)
- Open Source Ambassador, Spokesperson

Terasystem, 2009 - 2010

### SALES AREA MANAGER

- Sales Area Manager Italy North-East (Infrastructure, Networking, SW Dev)
- Partner of EMC2, IBM, Netapp, BMC
- People Manager, team of 6

Alten, 2008 - 2009

### BUSINESS UNIT MANAGER

- P&L Management / Sales (IT Service Management Solution)
- Partner of BMC, SAP, Microsoft
- People Manager, team of 10

ECS International, 2002 - 2009

### SENIOR SERVICES SALES EXECUTIVE

- Sales, Presales, Product Development (Infra, Security, Asset Management)

Rohm and Haas (Dow Chemical), 1997 - 2002

### IT MANAGER / SENIOR PROJECT MANAGER

- Italy: IT Manager (Apps, Infra, Telco | Budget & Board of Directors)
- USA: Senior Project Manager & Developer, Collaborative and Computing

Gruppo Editoriale JCE, 1990 - 1993 TECHNICAL EDITOR

Italian Air Force, 1991 - 1992 SOFTWARE DEVELOPER

Network Systems, 1989 - 1997 FOUNDER/OWNER

## EDUCATION

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)  
IX ITIS, Milano

## BEYOND WORK

Devoted to family and friends, I explore interests in technology, software development, automation, artificial intelligence, content creation, writing, and sports like Track & Field, Javelin, and Mountain Biking. I find solace in playing bass guitar, singing, and nurturing my lemon tree.