



LUCA BONESINI

Milan, Italy

**AI & Hybrid
Cloud
Sales Leader**

**Open Source
Advocate**

**Enterprise
Platform
Strategist**

Tech Blogger

SKILLS

AI &
Data Platform
Sales

Hybrid &
Multicloud
Architectures

Open Source
Enterprise
Adoption

Cloud Native &
Kubernetes
Ecosystems

Generative AI &
ML Workloads

Executive
Stakeholder
Engagement

Complex
Enterprise Deal
Orchestration

Ecosystem &
Partner Strategy

CONTACTS

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AT WORK

Senior AI & Hybrid Cloud Platform Sales Leader with a strong Open Source foundation and proven success in driving AI and data platform adoption across complex enterprise environments. Trusted advisor to CIOs, CDOs and AI leaders, enabling cloud-native modernization initiatives and positioning scalable, open platforms to support Generative AI and advanced analytics workloads.

EXPERIENCE

Red Hat 2026 - Present

SENIOR AI PLATFORM SALES SPECIALIST

- Leading Red Hat AI Platform initiatives in Italy

Oracle 2024 - 2026

HEATWAVE COUNTRY SALES MANAGER

- Leading AI-driven Data Platform initiatives in Italy (MySQL AI), enabling customers to modernize analytics and GenAI workloads across hybrid and multicloud architectures
- FY25: consumption +140% YoY (2,40x), FY26: consumption +144% YoY (2,44x)
- EMEA HeatWave Sales Specialist of the quarter (Q1/FY25, Q4/FY25)
- Developing the Italian market, pipeline building, partner 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% year-over-year growth
- President Club Winner (FY22, FY23)
- Worked with CIOs and platform teams designing Cloud Operating Model, automation strategy, and modern application platform adoption across hybrid and multicloud environments (Kubernetes, DevOps, MLOps)
- Implemented cloud-native subscription transformation strategies across enterprises

Econocom, 2014 - 2018

BUSINESS DEVELOPMENT MANAGER

- Helped customers adopting complex IT solutions (Cloud, Mobile, Data, IoT)
- Spokesperson and trusted advisor to customer stakeholders
- Samsung Ambassador
- People Manager, team of 3

Sourcesense, 2010 - 2014

SALES MANAGER

- Sales Manager, Business Developer (160% growth in new customer acquisition)
- Open Source Ambassador and Evangelist, promoting enterprise adoption of open technologies and community-driven innovation models

Terasystem, 2009 – 2010

SALES AREA MANAGER

- Sales Area Manager Italy North-East (Infrastructure, Networking, SW Development)
- 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 PM & Developer, Collaborative and Computing Systems

1990 – 1993 Technical Editor, Gruppo Editoriale JCE

1991 – 1992 Software Developer, Italian Air Force

1989 – 1997 Co-founder, Network Systems SaS

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
IX ITIS, Milano

BEYOND WORK

Family and friends first. I explore interests in technology, software dev, automation, artificial intelligence, content creation, writing, and sports like track & field (javelin) and mountain bike. I find solace in playing bass guitar, singing, and nurturing my lemon tree.