

Primo Bonacina: CV

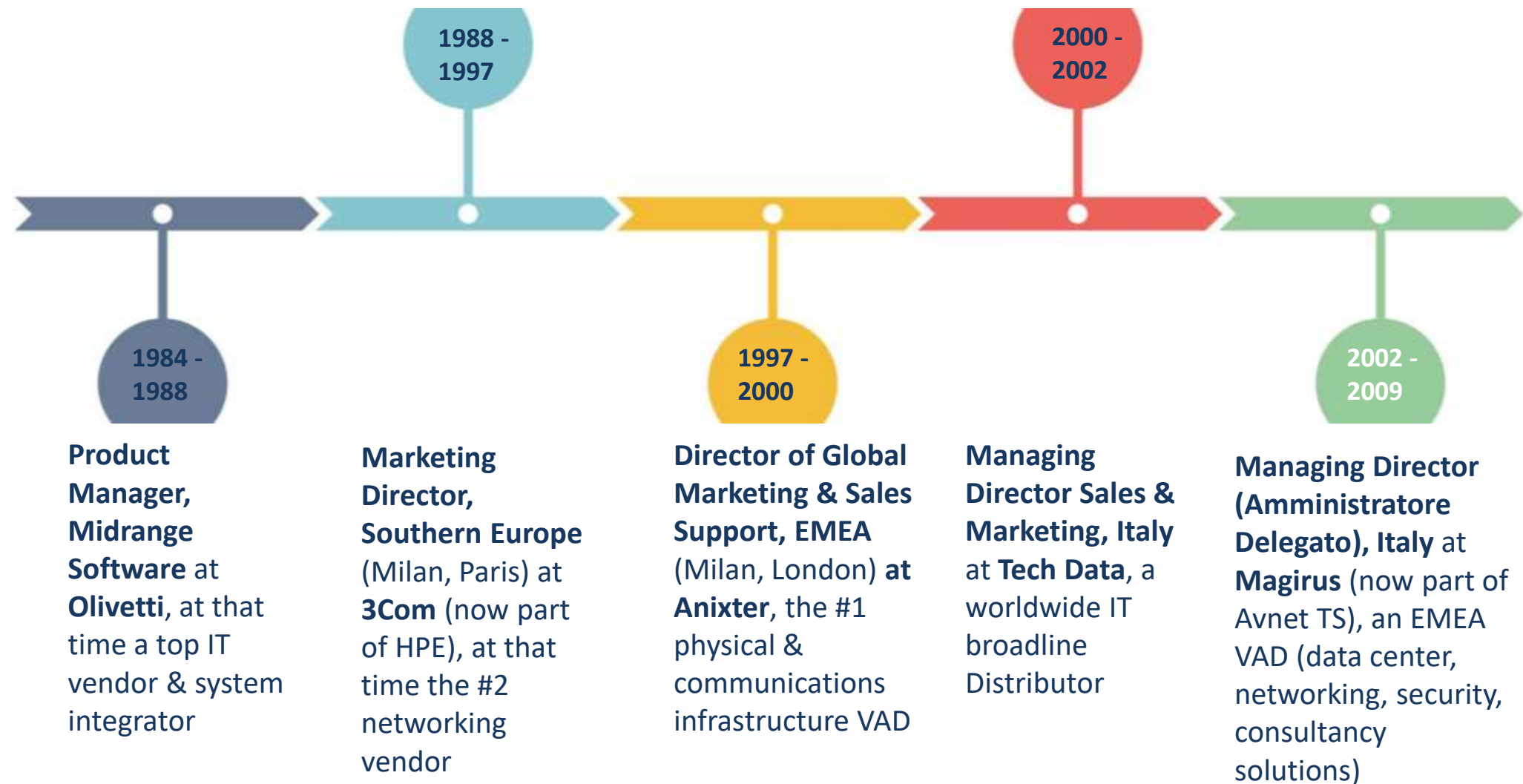


Career Positioning

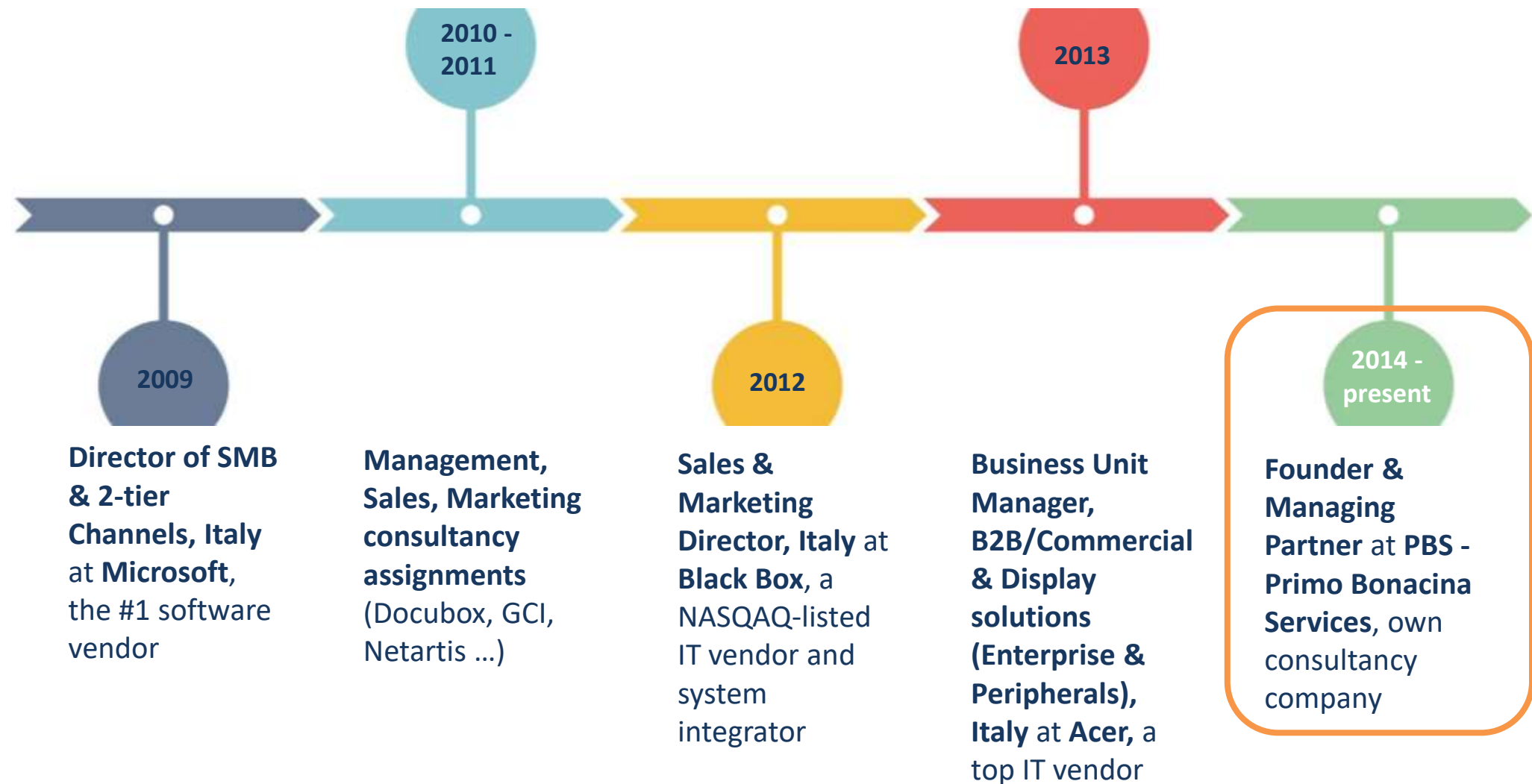
- Long-standing **manager in the IT and Digital sector**
- Top roles national and international companies including **Magirus (now Avnet TS/Tech Data), Acer, Microsoft, Tech Data, Anixter, 3Com (now HPE)**
 - Managed BUs, companies, regional organizations, sales/channels/marketing/services/support teams
 - Broad international experience: Italy, Southern Europe (Paris-based), EMEA (London-based)
- Successful in large international organizations, local companies and **own consultancy company**
- Blogger, columnist, keynote speaker, passionate about IT and Digital
- **Starting 2014, heading a successful consultancy company**, offering a broad set of services addressing the **IT/Digital/B2B markets**



Career development, 1984-2009



Career development, 2009-present



Current role (2014-present: Founder & Managing Partner at PBS - Primo Bonacina Services (own consultancy company)

- Positioned as the *IT-only, ready-to-run, measurable* consultancy company
- Sole purpose is to **add value** to **IT/Digital/B2B players** by providing **hands-on, no-risk, flexible, affordable, measurable support** to their **initiatives**
- **Wide range** of business development, sales, marketing, HR, operations and management services, which alleviate a number of customer *pains*
 - Operating either autonomously or with a network of certified associates flexibly getting together on a project basis
 - For more information: <http://www.primobonacina.com/about/>
- *Key achievements:*
 - *2016 business figures: €173k+ consultancy revenue, 100+ transactions, 40 active customers*
 - *2017 business figures (trend): €210k+ consultancy revenue*
 - *A total of 75 customers in 9 countries*
 - *Dozen of words of appreciations*
 - *Top blogger (top 1.7M worldwide site)*
 - *Keynote speaker and chairman in several conferences (Software-Defined IT, Social recruiting, Cybersecurity, IOT ...)*

Contact and personal information



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Personal information:

- *Home address: Via Canneto 10, 25049 Iseo (Brescia), Italy*
- *Born in Bergamo on September 28th, 1961*
- *Degree in Computing Science, University of Milan, 1984 (1st-ever person in the history of the faculty), score 110/110 cum laude*
- *Languages: Italian (mother-tongue), English (fluent), Spanish/French (basic)*
- *Personal ID: BNCPMR61P28A794N*

I hereby authorize the use of my information pursuant to art. 13 of Legislative Decree 196/2003

Primo Bonacina

Managing Partner, PBS – Primo Bonacina Services

<http://www.primobonacina.com/>



Appendix

- Past Assignments



2012-2013: ACER (Milan), a top IT vendor

- **Business Unit Manager, B2B/Commercial & Display solutions, Italy and Israel**
 - In charge of all Acer B2B product lines (Notebooks, Desktops, Servers, Storage, Services) plus Monitors and Projectors (B2B and B2C)
 - Addressing the Enterprise, Commercial, SMB channels and end-user markets
 - Leading a team of Vertical Account Managers, Product Managers and Technical Specialists
 - Achieving revenue, margin, profit, market share targets
 - Product strategy and positioning, starting from competition analysis, go-to-market plans and costs
 - Business plans, activities, promotions with distributors, VARs, retailers, e-tailers
 - Deeply involved (end-users, channels) in negotiating strategic tenders
 - Public Administration, Finance, Large Enterprises
 - Key spokesperson
- **Key achievements:**
 - Business Unit profitability: 2.9% Operating Income on €19M quarterly revenue (Q4CY13)
 - Market share growth across most segments (sources: Context, GFK, PMA)
 - Ability to accurately run weekly P&L statements per Product Line
 - Managed large tenders in the finance and public sectors (Banca Intesa, Lombardia Informatica, Consip ...)
 - Entered MediaWorld offering with B2C monitors
 - Sizeable, consistent company and personal presence on the press and social networks

2012: **BLACK BOX** (Milan), a global vendor of enterprise IT solutions, selling to end-users and value channels

- **Sales & Marketing Director, Italy (Country Leader):** as the subsidiary was a loss-maker, I was called in to replace the former head and to initiate a turnaround
- *Key achievements:*
 - Reshaped the subsidiary's teams, revamped the company's commercial strategies, set a plan to profitability (**profit** achieved as early as in the 2nd quarter of operations, excluding extraordinary items)
 - Revenue growth (August-September-October 2012 vs. 2011): **+36%**
 - Achieved 22 new customers per month (record-high in October 2012: mostly newly-recruited VARs)
 - Created the *Preferred Partner* program and recruited 20+ VARs with revenue in their 1st quarter of operations
 - Strategic channel partnership with Fujitsu Technology: their partners could benefit of our program and start doing business
 - Recruited 6 Business Consultants ("procacciatore di affari") to cover Italy in a flexible and cost-effective way
 - Recruited a specialized Value-Added Distributor (*AVstore*) to enter the multimedia, audio, video sectors
 - Launched a 3rd-party network (*Digitronica Solution ServiceGlobe*) to deliver professional services everywhere in the country
 - Broadening the solution portfolio via new vendor partnerships: *Eaton, Haitwin, ELAN/ILLCA, MK-System, Certes Networks*
 - Launched online advertising (*Google Adwords and Analytics*), web and social media campaigns: weekly newsletter, new web site, Facebook, LinkedIn, Twitter ...
 - Highly optimized Google Adwords effort: less than €0.30 per targeted visit
 - #1 European subsidiary by web presence index (May 2012)
 - Main spokesperson: dozens of press articles per month

2010-2011: Business Development, Interim management, Sales and marketing consultancy assignments in the IT sector (Milan)

- 2010-2011: **Sales & Marketing Director** for **DocuBox**, a system house launching innovative storage, business continuity, document management solutions
 - Leading their revamped go-to-market strategy with initial revenue
 - Driving the solution roadmap, jointly designing their 3rd-generation solutions
 - Recruiting Business Consultants, distributors, system integrators
 - Top press visibility
- 2010-2011: **Sales & Marketing Director** for **GCI (Gruppo Consulenza Innovazione)**, a system integrator focused on business intelligence, infrastructure, vertical solutions (enterprise software, business intelligence, advanced professional services), addressing enterprises
 - Reshaped organization, budgeting, tools, processes and vendor portfolio (with the addition of key technologies and solutions); Go-to-market of a next-generation big-data platform to large enterprises and channels
 - Beating all-time revenues and number of customers records (Q1 and Q2 2011)
 - Executive relationship with top customers and vendors (SAP/Business Objects, QlikView, Veeam)
- 2011: **Vodafone Business Unit Director** for **NetArtis**, providing phone and connectivity solutions to small businesses
 - Recruiting and managing sales agents and subsidiaries (3rd-party agencies), defining new channels
 - Redesigning budgets, sales processes
 - Record sales achieved after deep restructuring



2009: MICROSOFT (Milan)

- **Director of SMB & 2-tier channels**, in charge of sales & marketing to all distribution channels
 - The role was created when I joined and it was aimed at grouping in a single function several areas of responsibility:
 1. Towards distribution and midmarket channels
 2. For all mainstream software products
 3. In any licensing form factor
 4. Towards all end-user audiences
- **Additional responsibilities:**
 - Accounting the vast majority of top resellers (700 out of top-800)
 - Responsible for sales and marketing to the SMB (5-250 PCs) end-user market
- **Key achievements**
 - Building from scratch a new Partner Account Manager sales center (6 people), to address midmarket resellers and significantly enlarging coverage
 - H2CY09 ended up with a \$16.7M revenue over-achievement (120% of aggregate target), selling to 20k+ resellers on an annualized basis

2002-2009: **MAGIRUS** (Milan), a pan-EMEA Value-Added Distributor (now part of **Avnet**) of data center and enterprise solutions (servers, storage, software, security, networking, services)

- **Managing Director (Amministratore Delegato)**, covering Italy, Greece, Malta, Cyprus
 - As the subsidiary was a loss-maker, I was called in to replace the two former co-MDs and to initiate a turnaround
- Key achievements:
 - Reshaped the subsidiary sales & marketing teams, revamped the company's commercial and communication strategies, set a plan in order to make it **profitable**
 - Broken all sales, profit, number of active customers records, several-times-increase in market share
 - Magirus moved from being a no-name company in Italy to position #121 (source: SIRMI, 2004 IT revenues)
 - Sales in 2005 got to **€57M (5-times increase in 3 years)**
 - Invited to join (2005) a strategic steering committee for Magirus International, to lead a new approach focused on value-added distribution: storage, hi-end software, services became the main profit contributors
 - Grew the professional services (academy, turn-key installation, consultancy) business in Italy from zero to almost €1M/year
 - Acquired **Allasso** (2006), a leading multinational distributor specialized in security & networking solutions (Juniper, Check Point/Nokia, Nortel, Websense, Ironport/Cisco ...); Named Managing Director of Allasso Italy and successfully executed the integration of the two companies
 - Successfully executed the divestiture (2007) of the Enterprise Infrastructure Division (**HP and IBM BUs**) to **Avnet**, allowing the company to focus on higher growth and profitability areas; Having invested since the beginning on the emerging strategic opportunities, Magirus Italy was the largest subsidiary in the group after the spin-off
 - Magirus Italy was a top achiever within the group, a pioneer of several opportunities and the largest subsidiary for many vendors: *Storagetek, EMC/Data Domain, BEA Systems/Oracle, Red Hat, MySQL/Sun Microsystems, Websense, Stonesoft, Astaro/Sophos*
 - Italian distribution awards for Magirus Italy: 2nd best for servers, finalist for storage and e-business tools (CRN, 2004)
 - EMEA distribution awards for Magirus Italy: best HP OpenView (2004), best Blue Coat (2006), finalist Red Hat (2008)



Magirus



2000-2002: TECH DATA (Milan), a top worldwide broadline IT distributor

- **Managing Director Sales & Marketing**, leading a 130-person team in 10 business units (PC, Software, Networking, Components, Peripherals, Supplies ...), 3 focused sales teams (enterprise, midmarket, B2C/retail) and 2 global teams (marketing, e-business) for a business of €480M/year
 - As the company was losing share, I was called in to replace a former Commercial MD and to initiate a turnaround
- Key achievements:
 - Reshaped the subsidiary's sales and marketing teams
 - Gained market share positions: **from #4 to #2** (2001 Italy distribution sales)
 - Revamped the company sales and e-business strategy
 - Launched a number of integrated e-commerce and logistic services
 - Launched a dedicated Cisco business unit and other value-added initiatives
 - Always in profit and **doubled in revenue** in 2 years: from €245M (1999) to €480M (2001)
 - Increased # of active resellers: 3000+/month
 - Distribution awards: twice "2nd best in the IT market" (CRN, 2000 and 2001), 2nd best for e-commerce, hardware products (CRN, 2001); #1 in a press-presence on distributors (Fleishmann-Hillard, 2001)

1997-2000: ANIXTER (Milan, London), at that time the #1 worldwide Value-Added Distributor of connectivity and infrastructure solutions

- **Director of Global Marketing & Sales Support, EMEA** (1998-2000), leading a 25-person team (Milan, London) in charge of 6 business areas for \$500M+ yearly sales
 - In addition to the main role, responsible for:
 1. Any Internet-based business tool for Latin America and Australia, leading the fitting of the European strategy over there
 2. Business with their major networking vendor (**Nortel**, \$60M+ yearly sales)
 3. Identifying new opportunities in the networking-telephony convergence
- **Marketing, Business & Technology Director, Mediterranean Area, Switzerland, Middle East** (1997-1998), leading a multinational team
 - In addition to the main role, acted as **Internet Business Director EMEA**
- Key achievements:
 - *At Mediterranean level:* \$140M/year revenue; Networking revenues more than doubled; Conceived and implemented a successful web system providing just-in-time information to the sales team; Created several websites and a newsletter subscribed by 10k+ customers
 - *At EMEA level:* merged the existing technical teams into a *competence center*; Redesigned how the company communicated towards public audiences; Pioneered several business intelligence tools and channel programs

1988-1997: 3COM (Milan, Paris), now part of HP, at that time the 2nd largest networking vendor

- **Marketing Director, Southern Europe (1995-1997)**
 - Acted as **Online Strategy Leader**
- **Marketing Director, Mediterranean Area (1992-1995)**
 - In 1993-1994 acted as **Iberia System Integrators Sales Director**
- **Marketing Director Italy and Greece (1989-1992)**
 - During the period, acted as **European Director for the Distributed Systems products, European Director Network Integration Centers, European Director for Network Systems products**
- **Technical Director, Italy (1988-1989)**
- **Key achievements:**
 - *As Marketing Director Southern Europe: \$300M+ sales (1997, starting from \$3M in 1989); Designed the first-ever 3Com field web site (1995)*
 - *As acting Iberia Sales Director: covered the extra assignment with over-target results, securing the largest projects at that time and winning an award for best results in Europe*

1984-1988: OLIVETTI (Milan), at that time a leading IT vendor

- **Product Manager, midrange software (1987-88)**
 - Selecting products and commercial partners
 - Coordinating the porting of applications
- **Sales Engineer, PC and midrange software (1984-87)**
 - Responsible for the evaluation of software solutions in the emerging Windows and UNIX worlds
 - Technical, sales, marketing support to field offices