PRIMO BONACINA

A long-standing protagonist in the IT and Digital sectors

📞 +39-334-6381071

@ primo.bonacina@primobonacina.com

🔗 www.primobonacina.com

📍 Milano - Iseo (BS), Italy

WORK EXPERIENCE

Managing Partner

PBS - Primo Bonacina Services

📅 2014 - ongoing 📍 Iseo (BS, Italy)

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/social recruiting, operations and management services, which alleviate a number of customer pains

Business Unit Manager, B2B/Commercial & Display solutions, Italy and Israel

Acer

📅 2013 - 2013 📍 Milan

A top IT vendor

- 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

Sales & Marketing Director, Italy (Country Leader)

Black Box Network Services

📅 2012 - 2012 📍 Milan

A global vendor of enterprise IT solutions, selling to end-users and value channels

- As the subsidiary was a loss-maker, I was called in to replace the former head and to initiate a turnaround

A COUPLE OF ACHIEVEMENTS

💎 **As founder & Managing Partner of PBS - Primo Bonacina Services**

2016 business figures: €173k+ consultancy revenue, 100+ transactions, 40 active customers;
A total of 60 customers in 9 countries;
Dozen of words of appreciations;
Keynote speaker and chairman in several conferences (Software-Defined IT, Social recruiting, Security, IOT ...)

💎 **As Managing Director of Magirus**

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;
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

WORK EXPERIENCE

Interim management & Consultancy assignments in the IT/Digital sector, Italy

Freelance

📅 2010 - 2011   📍 Milan

Several assignments including:

- Sales & Marketing Director for DocuBox, a system house launching storage, business continuity, document management solutions
- 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
- Vodafone Business Unit Director for NetArtis, providing phone and connectivity solutions to small businesses

Director of SMB & 2-tier channels, Italy

Microsoft

📅 2009 - 2009   📍 Location

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:
  Towards distribution and midmarket channels
  For all mainstream software products
  In any licensing form factor
  Towards all end-user audiences
- Accounting the vast majority of top resellers (700 out of top-800)
- Responsible for sales and marketing to the SMB (5-250 PCs) market

Managing Director/Amministratore Delegato, Italy/Greece/Malta/Cyprus

Magirus (now part of Avnet TS/Tech Data group)

📅 2002 - 2009   📍 Location

A pan-EMEA Value-Added Distributor of data center and enterprise solutions (servers, storage, software, security, networking, services)

- As the subsidiary was a loss-maker, I was called in to replace the two former co-MDs and to initiate a turnaround

Managing Directr Sales & Marketing, Italy

Tech Data

📅 Date period   📍 Location

A top worldwide broadline IT distributor

- 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

LANGUAGES

Italian
Native
●●●●●

English
Proficient
●●●●●

EDUCATION

Laurea (con lode) in Scienze dell'Informazione

Università degli Studi di Milano

GPA
110 / 110

📅 1980 - 1984

WORK EXPERIENCE

Director of Global Marketing & Sales Support, EMEA

Anixter

📅 1997 - 2000 📍 Milan, London

At that time the #1 worldwide Value-Added Distributor of connectivity and infrastructure solutions

- Leading a 25-person team (Milan, London) in charge of 6 business areas for $500M+ yearly sales
- Responsible for Internet-based business tools for Latin America and Australia, leading the fitting of the European strategy over there
- Business with their major networking vendor (Nortel, $60M+ sales)
- Identifying new opportunities in the networking-telephony convergence
- Prior to the EMEA role, I was Marketing, Business & Technology Director, Mediterranean Area, Switzerland, Middle East (1997-1998)

Marketing Director, Southern Europe

3Com (now part of HPE)

📅 1988 - 1997 📍 Location

At that time the 2nd largest networking vendor; Prior to the Southern Europe role (1995-1997), I was:

- Marketing Director, Mediterranean Area (1992-1995)
- Iberia System Integrators Sales Director (1993-1994)
- Marketing Director Italy and Greece (1989-1992)
- Technical Director, Italy (1988-1989)

Product Manager, Midrange Software, Italy

Olivetti

📅 1984 - 1988 📍 Milan

At that time a leading IT vendor

- Selecting products and commercial partners and coordinating the porting of applications
- Prior to that I was Sales Engineer, PC and midrange software (1984-87) responsible for the evaluation of software solutions in the emerging Windows and UNIX worlds