

PRIMO BONACINA

A long-standing protagonist in the IT/Digital sectors

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- Milano - Brescia, Italy



WORK EXPERIENCE

Founder & Managing Partner

PBS- Primo Bonacina Services

2014 – ongoing, Brescia (Italy)

PBS is «The Digital, Actionable, Measurable» operational consultancy firm

- Adding value to enterprises by providing hands-on, no-risk, flexible, affordable, measurable support to their initiatives
- Creating a network of Associates
- Wide range of consulting services: business development/sales, PR/marketing/digital, HR/operations/training, management/organization

BU Manager, B2B/Commercial & Display solutions, Italy & Israel

Acer

2013, Milan

Acer is a worldwide IT vendor

- In charge of all B2B product lines (Notebooks, Desktops, Servers, Storage, Services) + Monitors & Projectors (B2B & B2C)
- Addressing the Enterprise, Commercial, SMB channels & end-user markets
- Leading a team of Vertical Account Managers, PMs & Technical Specialists

Sales & Marketing Director (Country Leader), Italy

Black Box Network Services

2012, Milan

Black Box was a global vendor of enterprise IT solutions, selling to end-users & value channels

- As the subsidiary was a loss-maker, I was called in to replace the former manager and to lead a business/organization turnaround

Consultancy assignments in the Digital sector, Italy

2010 – 2011, Milan

- **Sales & Marketing Director for DocuBox**, a system house launching innovative 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, professional services), addressing large customers
- **Vodafone Business Unit Director for NetArtis**, providing connectivity solutions to small businesses

A FEW ACHIEVEMENTS

- **As Founder & Managing Partner of PBS**
 - 2018 revenue (100% consultancy): €291k and growing
 - 150 customers in 12 countries
 - Plenty of words of appreciations
 - Keynote speaker/chairman in 70+ conferences/training sessions (themes: Company Innovation, Software-Defined IT, Social Recruiting, Social Media, Digital Business, IOT, Cybersecurity, Data Center ...)
 - Columnist for a number of publishing houses on innovation /management/sales /digital trends
- **As Business Unit Manager, B2B/Commercial & Display solutions, Italy & Israel of Acer**
 - Business Unit profitability: 2.9% Operating Income on €19M quarterly revenue (Q4CY13)
 - Market share growth across most segments (sources: Context, GFK, PMA)
 - Managed large tenders in the finance/public sectors (Banca Intesa, Lombardia Informatica, Consip)
 - Entered MediaWorld (MediaMarkt) shops with B2C monitor offering
 - Noticeable presence on the press & social networks
- **As Managing Director, Italy of Magirus (now part of Tech Data)**
 - Reshaped the subsidiary sales & marketing teams, revamped the company's commercial & communication strategies, set a plan to achieve profit
 - Broken all records (sales, profit, number of customers) w/ major market share increase: Sales in 2005 got to €57M (5x in 3 years)
 - Joined (2005) a strategic steering committee for Magirus International, to lead a new approach focused on Value-Added Distribution (storage, hi-end software, services)
 - Grew the professional services business (training, turn-key installation, consultancy) in Italy from zero to almost €1M/year;
 - Participated to the acquisition of Allasso (2006), a multinational cybersecurity & networking distributor (Juniper, Check Point/Nokia, Nortel, Websense, Ironport/Cisco); Named Managing Director of the combined entity (€74M)

WORK EXPERIENCE

Director of SMB & 2-tier channels, Italy

Microsoft

2009, Milan

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 many areas of responsibility:
 - Towards distribution & midmarket channels
 - For all mainstream software products
 - In any licensing form factor
 - Towards all end-user audiences
- Managing the vast majority of top resellers (700 out of the top 800)
- Responsible for Sales & Marketing to the SMB (5-250 PCs) sector

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

Magirus (now part of Tech Data Advanced Solutions)

2002 – 2009, Milan

Magirus was a pan-EMEA Value-Added Distributor of data center & 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, to initiate a turnaround & to grow the subsidiary business

Managing Director Sales & Marketing, Italy

TechData

2000 – 2002, Milan

TechData is 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 market share, I was called in to replace the former MD and to lead a turnaround

Director of Global Marketing & Sales Support, EMEA

Anixter

1997 – 2000, Milan/London

Anixter was the #1 worldwide Value-Added Distributor of connectivity & 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 & Australia, leading the fitting of the European strategy over there
- Managing the business with their major networking vendor (Nortel, \$60M+ sales)
- Identifying new opportunities in the networking/telephony convergence
- Prior to the EMEA role: **Marketing, Business & Technology Director, Mediterranean Area, Switzerland, Middle East (1997-1998)**

Marketing Director, Southern Europe

3Com (now part of HPE)

1988 - 1997, Milan/Madrid/Paris

3Com was the 2nd-largest networking vendor

Prior to the Southern Europe role (1995-1997):

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

Product Manager, Midrange Software, Italy

Olivetti

1984 - 1988, Milan

Olivetti was a top IT vendor

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

LANGUAGES

Italian

Native



English

Proficient



French, Spanish

Fluent Reading,
Basic conversation



EDUCATION

Laurea in Scienze dell'Informazione

Università degli Studi di Milano

110 cum laude/
110

PERSONAL INTERESTS

- Experienced photographer (street, wildlife/birdwatching, events)
- Passionate traveller
- Digital trends, Innovation, Marketing