

# PRIMO BONACINA

## A long-standing protagonist in the IT/Digital world

- +39-334-6381071
- [primo.bonacina@primobonacina.com](mailto:primo.bonacina@primobonacina.com)
- [www.primobonacina.com](http://www.primobonacina.com)
- Milano/Brescia, Italy



## WORK EXPERIENCE

### Founder & Managing Partner

#### PBS - Primo Bonacina Services

2014 – ongoing, Brescia (Italy)

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

- Adding value to enterprises by providing hands-on, no-risk, flexible, affordable, measurable support to their company initiatives
- Wide range of consulting services: business development/sales, PR/marketing/digital, HR/operations/training, management/organization
- Focus on how (digital) practices help companies in maximizing business results

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

#### Acer

2012 - 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 enterprises
- **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): €290k and growing (2019 trend: further double-digit growth)
  - 190 customers in 13 countries
  - Plenty of words of appreciations
  - Keynote speaker/chairman in 70+ conferences/training sessions (themes: Innovation, Software-Defined IT, Digital Recruiting, Social Media, Digital Business, IOT ...)
  - 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) 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 revenue)

# 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 several areas of responsibility:
  - Towards distribution & midmarket channels
  - For all mainstream software products
  - In any licensing form factor
  - Towards all end-user audiences
- Managing the 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

### Tech Data

2000 – 2002, Milan

*Tech Data is a top worldwide broadband 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+ year 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 2<sup>nd</sup>-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/Listening,  
Basic conversation



# EDUCATION

## Laurea in Scienze dell'Informazione

Università degli Studi di Milano

110 cum laude / 110

# PERSONAL INTERESTS

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