

PRIMO BONACINA

A long-standing player in the IT/Digital/Management world

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- Milan, Brescia - Italy



WORK EXPERIENCE

Founder & CEO (Amministratore Unico)

PBS - Primo Bonacina Services

2014 – ongoing, Brescia/Milano (Italy)

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

- Adding value to enterprises by providing hands-on, no-risk, flexible, affordable, measurable support
- Focus on (digital) best practices helping companies in maximizing business results
- Wide range of services: sales, marketing, digital, podcasting, HR, recruiting, Ads, languages; Top focus on how digital supports talent recruiting

Co-Founder, Managing Director, Podcaster

RADIO IT & Podcast Italia Network

2019 – ongoing, Brescia/Milano (Italy)

RADIOIT & Podcast Italia Network are platforms allowing companies to build, manage, promote branded podcasts

- Co-founding the initiative, achieving immediate attention from the market & profits
- Responsible for Sales, Operations, F&A, Media Relations, B2B Social Media
- Entertainer (Podcaster) in podcast series on Management/Digital HR/CIO/CISO matters

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

Acer

2012 - 2013, Milan

Acer is a top 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

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

Consulting in the Digital & IT sectors, 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 SMBs

ACHIEVEMENTS

- **As Founder & CEO of PBS**
 - Aggregate revenue (100% consultancy): €2.8M; Top 12-month revenue: €548k
 - 420 customers in 23 countries
 - Keynote speaker/chairman in 150+ conferences/workshops (*Innovation, Digital Recruiting, Management, Social Media, Podcasting, Digital Business...*)
 - Columnist for several national publishing houses on innovation/management/digital trends
- **As Co-Founder & MD of RADIO IT & Podcast Italia Network**
 - 120+ customers/sponsors
 - €450k aggregate revenue
 - 300+ episodes as Podcaster & Host
- **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 media
- **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, customer number) 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 installations, consultancy*) in Italy from zero to €1M/year;
 - Participated to the acquisition of Allasso (2006), a multinational security & networking distributor (*Juniper, Check Point, Nortel, Websense, 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 TD Synnex)

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 (now TD Synnex)

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+ 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/Listening,
Basic conversation



EDUCATION

Laurea in Scienze dell'Informazione

Università degli Studi di Milano

110 cum laude / 110

PERSONAL INTERESTS

- My family
- Experienced photographer; Wildlife Facebook page (13k followers)
- Traveling
- Digital, Innovation
- Management
- HR

Updated: January 2023