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## **PROFESSIONAL PROFILE**

At present in Dimension Data Italia, an NTT Group fully owned company, as Service Unit Manager for ITaaS Service Unit (Cloud Services), after five years responsibility as Line of Business Manager for Data Centre Solutions and Cloud Services.

Previous experience in Brocade Communications as Sales Manager, File Solutions Division for Italy with a direct report to the EMEA Sales Director, responsible for Brocade File Virtualization and Management solutions business generated by OEMs and Channel Partners and for Large Accounts direct coverage.

More than ten years experience in Business Development and Marketing (Product Mktg, Marketing Communication, Channel Marketing) both for Large Accounts and Channel Partners (OEM, Distributors, Resellers), developed in IT multinational companies. Previous experience as Partner Sales Manager in Brocade Communications covering South Europe, Middle East and Africa.

Significant People and Business Management experiences developed as Line of Business Manager, Business Unit Manager and Marketing Manager in IT multinational and national companies. Strong technical background matured in more than ten years experience in UNIX, storage, networking and infrastructure solutions.

Very good relationship attitude, ability to manage people and projects, business focus, creativity and sense of vision.

## **PROFESSIONAL COMPETENCES**

### **SALES AND BUSINESS DEVELOPMENT (NATIONAL AND INTERNATIONAL EXPERIENCE)**

- Sales Manager responsible for deal management both with End Users and Channel Partners
- Business Plan creation, Sales Engagement and relationship development with OEMs and Partners.
- Demand/lead generation programs, Direct Marketing campaigns, Financial and Installed Base programs
- Business scouting, requirements analysis, creation of the associated deliverables and go-to-market model definition; action plan development, including coordination of the involved company units (Marketing, Sales, Presales Support, Professional and Managed Services, Consultancy), focusing on profit maximization.
- Channel Recruiting and development. Co-Branding programs management.

### **MANAGEMENT**

- Line of Business Manager (Dimension Data), responsible for P&L of the LoB, relationship with key Vendors (CISCO, VMware, EMC, NetApp, Dell, CommVault, Citrix, Symantec, VCE Company, Fujitsu) and selected Distributors (Avnet, Systematica, ICOS, Computer Gross), new partnership & alliances selection and development, go-to-market strategy definition, internal technical staffing and sales skill planning and development and direct involvement in strategic opportunities with key customers and prospects.
- Business Unit Manager (Sidin), responsible for P&L of the Division and manager of the team formed by Brand Managers, Marketing Specialists, Pre-sales technical staff and Business Development managers. Responsible for the relationship with the Vendors (Fujitsu-Siemens, Fortinet, Alvarion, Aventail, Radware, Cyberguard, Tripwire, Eutron, Mobotix, Multitech, Allied Telesyn, WholeSecurity)
- Product Marketing Manager (Sun Microsystems), responding to the Marketing & Sales Operation Manager; manager of the team of Product Manager. Responsible for the definition of the annual Strategic Products Marketing Plan and for the management of the expense budget assigned to the team.
- Porting Center Manager (Digital), responsible for the team of UNIX specialists dedicated to Customer and Partners support during application migration to Digital UNIX on Alpha platform.

### **MARKETING**

- Strategic Marketing Plan (market analysis and segmentation, targets and mix, programs, human and financial resources, metrics)
- Management of complex New Products Introduction programs (internal and Partners readiness, Press and Analysts engagement, Partners and Customers communications and events, demand generation programs)
- Channel Marketing
  - Channel Partners recruiting programs
  - Lead/Demand Generation programs
  - Channel Partners focused training events
  - Co-Marketing funds management
  - Pricing, discount and recognition policies

- Product Marketing
  - Planning, Pricing, Forecasting, Margin Analysis, Competitive Analysis, Business Analysis, Reporting
  - Sales incentive plans
  - Customers and Prospects meetings and presentations
  - Definition and delivery of internal training
  - Creation and localization of product related collaterals (datasheet, brochure, flyer, etc.) and deliverables (presentations, case studies, success stories, etc.)
  - Participation as the Italian delegate in European and Corporate Marketing Committees
- Marketing Communication
  - Advertising Media Plan: target determination, communication channels selection (daily newspapers, magazines, web, social networks, radio, TV, sponsorships, etc.), contents, expected returns
  - Press Briefings, Press and Analysts Conferences, interviews, roundtable
  - Relationship with Market Analysts (Gartner, IDC, Assinform, SIRMI, etc.)
  - Customer Events

**TECHNICAL**

- Strong knowledge of
  - UNIX and Linux operating environments on server and client platforms, built in more ten years of growing technical responsibilities in Olivetti and then in Digital Equipment.
  - networking, web and security technologies, acquired working on significant project in Digital (realization of the internal TCP/IP network, creation of the Italian public web site and the intranet site, creation of a new web based information's distribution service for Channel Partners).
  - Data Management, SAN/NAS, Consolidation/Virtualization, Grid Computing, Business Continuity & Disaster Recovery, VoIP, multi-platform environments integration.
- Good knowledge of HTML and PHP languages, MySQL, Joomla! and WordPress applications.

**PROFESSIONAL HISTORY**

<b>Dimension Data Italia</b>	<b>from 2009</b>
Service Unit Manager, ITaaS Service Unit ('14)	
Line of Business Manager, Data Centre Solutions & Cloud Services ('09-'14)	
<b>Brocade Communications</b>	<b>2007-2008</b>
Sales Manager Italy, File Solutions Division ('08)	
Partner Sales Manager, South Europe, Middle East & Africa ('07)	
<b>SIDIN S.p.A.</b> - Business Unit Manager and Marketing Manager, Value Products Division	<b>2005</b>
<b>Sun Microsystems Italia</b> - Business Development Manager and Senior Product Marketing Manager	<b>1999-2004</b>
<b>Compaq Italia</b> - Business Manager for AlphaServer, Digital UNIX and Linux offering	<b>1998-1999</b>
<b>DIGITAL Equipment S.p.A.</b>	<b>1984-1998</b>
Marketing Product Manager for AlphaServer, Digital UNIX and Internet Solutions offering ('96-'98)	
Technical Product Manager and Technology Consultant ('95)	
Digital Consultant relocated in Olivetti Corporate Marketing ('94)	
UNIX Porting Center manager ('92-93)	
Many different national and international technical roles in UNIX and servers space ('84-'91)	
<b>DPS System S.r.l.</b>	<b>1981-1984</b>
System analyst in FIAT Auto ('84)	
Software Engineer in Olivetti ('81-'83)	

**EDUCATION**

University Degree in Computer Science, University of Turin, 1980  
 Marketing Course, SDA Bocconi, Milan Jan.-Jun. 1998  
 Marketing Project Management, SDA Bocconi, Milan 2002  
 Many other professional and management skills development training in the areas of the communication, people management, project management and sales techniques.

**LANGUAGES**

Good mastery of written and spoken English