

# Maurizio Milazzo



Regional Sales Management Expertise Running Business from Scratch

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## Summary

Regional Sales Management expertise running business from scratch developing Market and Customer needs using high level Market personal relationships and professional expertise with South Europe experience. Country Management and Sales Management in different leading Software and Professional Services North American Organizations oriented to Industry of all size and sector. Strategic Selling® Miller Heiman Certified Trainer. Self motivated with entrepreneurial approach. Creating and motivating groups. Proactive in building Alliances with most important Systems Integrators and Consulting Firms for Targets. Speaker at Company Event and US Partner Event.

## Specialties

Sales Consulting, Strategic Selling®, Solution Selling®, Sales Management, Cloud Computing, CRM, Security, Business Start-up, Leading Groups for Targets, Negotiation, Good Market High Level Relationships, Alliance Management, Senior Positions, Presentation.

## Experience

### **Senior Associate Partner at Artax Consulting**

April 2009 - Present

Artax Consulting is a Management Consulting Company focused in Sales Organization Area, helping Customers to answer to the typical questions in a time of rapid change: How to organize a Sales Force? How to Plan Efficient Company Processes that allow to improve turnover and margins? How to improve the Sales Unit Effectiveness in order to increase Sales? Which Strategy Plan in order to reach best Results? How to set-up Priorities to meet Market needs ? Artax Consulting is the Italian Miller Heiman Distributor.

### **CEO at Global Software Technologies S.r.L.**

October 2005 - April 2009

Entrepreneurial experience. Global Software Technologies, based in Italy, provides Innovative Software Solutions, related Professional Services with high ROI and low TCO, and Integration with Legacy Applications, in the area: Enterprise Content Management, Enterprise Search, Security, Business Process Integration. Always providing Innovative Solutions to Very Large Accounts and Mid size Business Organizations. Customers in Local Administration, Transportation, Industry & Aviation, Telco. Some Partners: EMC, RSA, Synopsis/Oracle, Fast/Microsoft, Neuropower, Orsyp, CA, Novell. The Company was sold in April 2009.

*2 recommendations available upon request*

### **Country Manager Italy at Salesforce.com**

January 2004 - July 2005

Responsible of Italian Business Market Start-Up. The Management asked me to open the Field from scratch, directly and via channel and I did it with Very Large Accounts in Telco, Banks, News Agencies, Insurances etc... Vodafone deal was one of most important Salesforce.com EMEA deals. I signed an important Partnership with Telecom Italia as Distributor for salesforce.com on the Italian Market. I doubled Partners number (10). I launched the SaaS Salesforce.com solution with the slogan "Access without Ownership". I was speaker at Company Events evangelizing Italian Market with On Demand concepts. Selling Software as a Service, Customization Services and Integration Services with Legacy Applications. I released Press Release and I spoken with journalists about the new wave of Software as a Service, today called Cloud Computing. Salesforce.com is the World-Wide Cloud Computing (SaaS) Market Leader.

*2 recommendations available upon request*

### **Business Development Manager South Europe at Pivotal**

2001 - 2003

Responsible of Pivotal South Europe (Italy, Spain, Portugal) start-up, selling Software and Services, creating Partnerships with local Systems Integrators and Consulting Firms. I more than doubled Customers from 15 to 35 with good new names like; Alcatel Italy, Olivetti/Domustech, Ideal Standard, Banca Cardine, I Guzzini, Salvagnini, Credit Predial Portuges, Telefonica Espana Audiovisuales. Alliances with HP (IT), CDM Technoconsulting (IT), KPMG Espana (Es), INDRA (Es), Capital IT (PT), LoyalTech Portugal (Pt) and others. Pivotal was CRM SMB Market Leader. The Company was sold to CDC Software.

*1 recommendation available upon request*

### **Country Manager Italy at Seagull Software**

1999 - 2001

Responsible to re-build the Italian Organization joining new Sales and Consulting People. Seagull Business Software was Enterprise Application Integration Market Leader (Transaction level). The Revenue growing was 60% year on year. In particular we re-built the Banca Nazionale del Lavoro (BNL) foreign Information System, integrating the accounting software package Midas with local applications and with software system Host based in Italy. I built a new Picture of the Company in Italy with Press Release and Business Articles. Best Customers: Prada, Ducati Motor, BNL etc...The Company was sold to Rocket Software.

*1 recommendation available upon request*

### **Country Manager South Europe at Sterling Software**

1995 - 1999

Responsible of Information Management Division South Europe start-up, selling Software and Professional Services. Former Manager at Texas Instruments Software Italy, purchased by Sterling Software. With Texas Instruments Software I was Sales Manager and Italian Representative of European Telecom Vertical Group selling Telco Templates for Provisioning and Billing. Sold Enterprise Application Integration Software and related Services (around €1M) to the Min. of Finance to launch the Italian Unified Tax Office. Defined an ATI agreement with Accenture and HP and winning a Telecom Italia bid selling our software Template and Services (around € 1.5M) for billing/provisioning. The project was called by Accenture "Progetto Sistina". The Company was sold to CA.

### **Sales Manager Italy at Knowledgeware**

1993 - 1995

Knowledgeware was Market Leader in Architecture Application Development Software Tools, Methodologies and related Professional Services. Some Customers was Banks, Telco, Transportation, Government etc.... The Company was sold to CA.

### **Area Manager Italy at Arthur Young**

1989 - 1993

Arthur Young IES (Information Engineering Services) was one of Big 8 Consulting Firm. I was Responsible of Business based in Rome office for Center-South Italy, selling Knowledgeware Software, Methodologies, I.T. Professional Services, Consulting and Organization Services. Customers was Banks, Telco, Government, Transportation, etc....The Company was sold to Knowledgeware.

### **Education**

#### **On Target**

Target Account Selling, Sales Management

#### **Miller Heiman Sales Performance Company**

Sales Management, Strategic Selling™, Solution Selling™

#### **ISDA**

Strategic Marketing

#### **Università degli Studi di Roma 'La Sapienza'**

Specialization, Information Engineering

#### **Università degli Studi di Roma 'La Sapienza'**

Degree Certificate, Nuclear & Cybernetics Physics

#### **I.T.I Enrico Fermi**

Upper school leaving certificate, Nuclear Physics

### **Certifications**

Strategic Selling® Miller Heiman Trainer

### **Honors and Awards**

Some Awards

Arthur Young International Award (four times)

Knowledgeware International Award

Texas Instruments Software/Sterling Software Award (two times)

**Interests:** Investing, Rugby, Travelling Overseas

**Group and Associations:** Rotary Club, Evalueserve/ Circle of Expert (CRM)

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## 6 people have recommended Maurizio

"This is one of the easiest endorsements that I have the pleasure of making. Maurizio is an all around executive with a keen sense for business, a practical and efficient approach, and an extremely likeable manner with great charisma. A pleasure to work with and his experience in various solution areas is impressive. I count on working with him in any of my future jobs."

— **Paolo Pulcini**, *Sales Director - South Europe, Middle East and Africa, FAST, A Microsoft® Subsidiary*, was with another company when working with Maurizio at Global Software Technologies S.r.L.

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"Security is a complex world done by trust, sophisticated technical solutions and management ability to perform delivery processes and project plan. I had the pleasure to find all these quality in Maurizio, his ability to manage sales and delivery process it is fantastic, joined to his business sensitivity. Maurizio is the ideal manager to hold a complex environment and to move business ahead."

— **Dario Cascione**, *Client Solution Director, EMC*, was with another company when working with Maurizio at Global Software Technologies S.r.L.

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"Working with Maurizio has been a great professional and personal experience. I specially appreciate his business experience and acumen, understanding of the market needs, and the clear vision of the business goals. His professionalism and dedication to the business helped me in my daily activity. Would be great to work with him again."

— **Paolo Spada**, *Sales Engineer - Southern Europe, salesforce.com*, reported to Maurizio at Salesforce.com

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"I was fortunate enough to hire Maurizio to continue our Italian presence for salesforce.com. Maurizio is an experienced, successful professional in the software business and he knows the Italian market extremely well. It is not a surprise to me that he is now running a company of his own. I enjoyed working with him and hope to do so again in the future."

— **Drew Bartkiewicz**, *Regional Manager, Southern Europe, Salesforce.com*, managed Maurizio at Salesforce.com

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"Maurizio managed the southern European region for me at Pivotal Corp. I enjoyed working with Maurizio, he has excellent contacts and was able to very quickly get control and setup the business. He is a driven person and a strong negotiator and also a pleasant person to work with! I really enjoyed working with Maurizio and can highly recommend him."

— **Dick Schiferli**, *General Manager Benelux, Scandinavia, Eastern Europe, South Europe and Middle E, Pivotal Corp.*, managed Maurizio at Pivotal

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"Maurizio has a professional approach and attitude. He shows experience in working in large structured organizations. A Company can feel proud to be represented by Maurizio Milazzo for his very good interpersonal skills and excellent presentation skills in English and Italian, to single Customers or public Company Events. Gerda van de Mheen Human Resources Manager EMEA-AP, Seagull Software"

— **Gerda van de Mheen**, worked with Maurizio at Seagull Business Software