

Maurizio Giordani

Location: Weston Super Mare, UK

Tel: +44 07928 593823

E-mail: maurizio@maurizio-giordani.co.uk

LinkedIn: <http://uk.linkedin.com/in/mauriziogiordani/>

PROFILE

I am a creative and results-driven bilingual Digital Transformation Leader. My expertise includes the strategic use of cutting-edge digital technology to develop innovative solutions that optimize the development cycles & production cycle, support emerging markets and achieve a significant return on investment. Commercially astute and entrepreneurial, I am experienced in product leadership, marketing, B2B sales and account management at all levels, Digital Transformation and Knowledge Management.

Collaborative in approach, I am experienced in leading teams to deliver stretching targets through the development of a strong customer focus while combining the latest in Design Thinking and MBSE Systems based approach. My key achievements include growing a partner ecosystem from scratch to 65 affiliates, including the development of four authorised Training Centres and growing a direct revenue stream from 0% to 24% of a total region. Defining multi-disciplinary Digital Transformation roadmaps and delivering on very high ROI projects within the perimeter of operation.

Outcome-focused with over 25 year's experience in the field, I have developed excellent communication, presentation and organisational skills. I work in partnership with all stakeholders building engagement to support the delivery of high-quality business solutions to budget and deadline in a fast-paced industry sectors, from RAIL to Aerospace, passing from Defense, Automotive and Energy. While also touching in Financial and Pharmaceutical.

KEY SKILLS & EXPERTISE

- High performing Digital Transformation Leader identifies new markets/customer trends, optimises growth
- Significant skills in business strategy, sales and marketing, uses cutting-edge technologies
- IT expertise with a wide range of applications and digital technologies, experience with Enterprise customers
- Client and account management experience, including skills in contract acquisition, negotiation and closing
- End-to-end project management (SAFe 5.1) skills including budget, resource, client management and financial forecasting
- Team leader, inspires by example, recruits, motivates and manages teams to deliver stretching targets and goals
- Works across the organisation and with external partners to strong productive stakeholder relationships at all levels
- Analytical problem solver identifies customer needs and defines bespoke solutions in a challenging environment
- Focused on customer experience, proven delivery of projects that drive improvement and satisfaction
- Outstanding networking skills instigates and advances relationships to deliver significant business benefits
- First-class communication/presentation/facilitation skills, conveys information clearly to meet audience needs
- Effective organisational skills, leads and manages with great efficiency

CAREER HISTORY

Airbus, Bristol, United Kingdom

Oct 2019 – Present

DDMS - Digital Transformation Leader

Operating within one of the largest OEM Aircraft manufactures, spanning across Europe, with locations in UK, France, Germany, Spain and all across the globe with over 150.000 employees:

- Supporting the global Engineering roll-out of Google Workplace Solution
- Actively Product owning multiple solutions inside the Digital DVS organisation (in SAFe)
- Helping define the roadmap for the deployment of DDMS inside the Airframe – Wing perimeter
- Involved with assisting the Heads of Product to make the appropriate choices for the Digital Transformation Journey of their perimeters.
- Evangelising and explaining Digital Transformation and solving Digital Transformation Challenges
- Defining and running Design Thinking workshops and enabling MBSE approach to problem definition customers to innovate concretely in their Industrial Processes, through Business Analysis & Design Thinking

Altran, Bristol, United Kingdom

July 2016 – Oct 2019

Digital Solutions Manager, Workplace Innovation & Data Expert

Operating within an innovative high-tech solutions global leader with responsibility for defining, shaping, and implementing the Digital Solutions strategy:

- Responsible for the definition and implementation of the Digital Solutions Offering.
- Managing and coordinating the Sales Enablement activities
- Running and Supporting Bid Processes and Development of the Technical Findings Reports
- Often getting involved hands-on with the projects being delivered to customers throughout the main sectors
- Evangelising and explaining Digital Solutions and solving Digital Transformation Challenges
- Enabling customers to innovate concretely in their Industrial Processes through Business Analysis & Design Thinking

Altran, Bristol, United Kingdom

Sep 2014 – July 2016

Business Manager

Operating within an innovative high-tech solutions global leader with responsibility for the management of a software and solutions business division:

- Responsible for the definition and implementation of the unit's commercial strategy, development and results.
- Leading and managing a team of consultants, including recruitment, target/PKI setting, appraisals and development.
- Managing the clients and account relationships, including the acquisition and negotiation of new contracts.
- Establishing monthly/quarterly objectives and reviews to reach assigned revenue and sales targets.
- Developing a strong portfolio of offers related to ES/IS/IT services, PLM, consultancy and training services.
- Utilising technical subject matter expertise in digital technologies to develop and implement bespoke solutions for clients.
- Anticipating market needs/trends and developing creative solutions to address emergent market sectors.

GDS International, Bristol, United Kingdom

Feb 2014 – Aug 2014

International Business Development Manager

Supported the team handling the CIO Summits product line in a B2B sales and business development role:

- Developed the Solution Providers' Market and grew the new business sales in the EMEA region.
- Managed the opportunities from initial contact and worked with subject matter/product experts to create bespoke solutions.
- Built and nurtured relationships with senior executives; identified needs and delivered solutions that added value.

Relocated to the UK

Sep 2013 – Jan 2014

FileMaker France / Apple Inc. 100% Subsidiary, Milan, Italy

Mar 2011 – Aug 2013

Country Manager

Apple Inc. employee responsible for the Italian Region business development, in excess of \$2.8 million yearly revenue:

- Responsible for the Enterprise customer accounting and activities.
- Grew the Partner eco-system from a small number to 65 affiliates, including four authorised Training Centres.
- Developed the revenue stream of FBA Partners from 0% to 24% of total region.
- Implemented the entire social channel plan and opened the first YouTube Channel entirely in the Italian language.
- Activated the Partnership with the Apple Stores, 9 out of the 12 stores were actively involved by August 2013.

FileMaker France / Apple Inc. 100% Subsidiary, Milan, Italy

Jun 2006 – Jan 2011

Channel Sales Manager

Responsible for the Italian Distribution and Reseller channel and for all Italian Region global revenue:

- Handled all the channel activities, supported the three Distributors: CDC, TechData and IngramMicro, implemented sales training, promoted reseller (*approx. 1.000 for Italy*) and APRs (*amounting to 75 for Italy*); covered events, activated dedicated special promotions that supported the channel.
- Specialised in innovative channel training activities such as webinars and screen-casts, through the use of WebEx, GoTo Meeting, Connect and e-learning platforms.

Adobe Systems Italia – Agrate Brianza, Milan, Italy

2006 – Jun 2006

Inside Sales Executive

Responsible for the Italian Inside Sales activities with targeted customer list activity:

- Managed customer accounts with the constant use of forecasting and CRM tools.
- Researched and approached potential partners for Adobe Acrobat products and Creative Suit in vertical markets, e.g. industry, manufacturing and pharmaceutical.
- Matched end-user needs and specific partners.
- Implemented targeted activities to prospects in major vertical markets, with dedicated mailings, e-mailings, and follow-up.

Macromedia Inc. – Sesto San Giovanni, Milan, Italy**2005 – 2006****Inside Sales Executive**

Researched and analysed company DBs for high level solution selling in Enterprise environment:

- Responsible for account management and first line sales activities, in particular for products requiring two-way demos, e.g. Breeze conferencing solution, Flex Presentation Server, Flash-Cast and Flash-light.
- Assisted with closing some of the \$100k + Macromedia Breeze deals, e.g. Politecnico of Milan, Gruppo Servizi.
- Assisted with closing one of the largest \$140k + Flash Communication Server deals for the Italian Televideocom.

Macromedia Inc. – Sesto San Giovanni, Milan, Italy**2002 – 2005****Marketing Manager**

Managed all the Italian public events, on average 60 events per year, dedicated to resellers, partners, developers and end-users:

- Provided all seminars, online webinars, road shows and trade shows for product launches and for targeted vertical markets.
- Responsible for data mining and leads management with US Corp. based systems including Cognos, Datamine, Dylan, Onyx and Omniture Digital Marketing Suite.
- Coordinated the external marketing and two PR agencies.
- Implemented all channel and end-user promotions.
- Activated the Macromedia Specialist Consultants Network and the Macromedia Centre Reseller Programme.
- Managed the US online registration systems for events and webinars.

La Bottega Creativa – Monza, Milan, Italy**2001 – 2002****Internal Information Systems Manager**

Responsible for the implementation and maintenance of the entire IT network infrastructure:

- Managed the workflow for the offset printing systems that produced all paper publications for Italy on behalf of Caritas Onlus.
- Supervised the supply chain of the offset printing systems.
- Automated production workflow with the implementation of Dashboards/synoptic displays for optimal printing operations.

Wizarp – Lainate, Milan, Italy**2000 – 2001****Internal Information Systems Manager**

Responsible for the network and production systems:

- Handled all internal network issues and implemented high-end event management systems, including scene video rendering, lighting, audio and video with DMX equipment.
- Organised and rendered the events of two high-end jewellery stores in Milan's famous Via Monte Napoleone.
- Implemented "Son et lumier" projects for the town hall of Lainate, Villa Litta.

Prodis – Vimercate, Milan, Italy**1999 – 2000****Network Administrator**

Delivered responsive customer support team for industry network environment:

- Handled the customer base for the entire Lombardia region.
- Planned, installed and supported all the networking LAN/WAN infrastructure in many small-medium sized businesses.
- Implemented VOIP phone system processes.

Yamaha Music Italy – Lainate, Milan, Italy**1998 – 1999****Technical Customer Support Manager**

Managed the entire Italian Masterizer market customer technical support help desk:

- Handled and coordinated the launch of more than six models of high-end Masterizer units.
- Delivered product demonstration to large audiences at Trade Shows in the IT and music sector, for example SMAU.
- Operated the online email customer support system for the whole of the Italian market.

TECHNICAL SKILL & EXPERTISE

Software: Complete Adobe Suite of Products included Enterprise Solutions; FileMaker Platform; Apple's entire product suite; Microsoft Office; Motion; Omnicore; OmniGraffle Pro; OnmiOutliner; Omnipage; OmniPlan; VMWare and Paralles.

Networking: LAN/WAN; Internet/Intranet; VPNs; Wi-Fi; Airplay network and Air-print.

Hardware: Mac, Windows and iOS devices.

Platforms: G Suite; Microsoft 365; Microsoft Azure Dev-Ops; Dassault Systems 3DX; Simio; Oracle; Tableau; Map-R; Adobe Connect; Adobe Cloud Marketing Suite; Business Objects; Epiphany; Focal-Point; Goldmine; HootSuite; Hoovers; Cognos; Marketo; Onyx; Salesforce.com; SFA; WebEx; GoTo Meeting; Survey Monkey.

EDUCATION & PROFESSIONAL QUALIFICATIONS

MCP – Microsoft Certified Professional
MCSE – Microsoft Certified System Engineer
MOUS – Microsoft Office User Specialist
ECDL – European Community Driver's Licence
TOFL – Foreign language University Certification Program
SAFE – Scaled Agile

VTC Online University

FileMaker Pro 17, FileMaker Go & FileMaker Server
FileMaker Pro 17 – Beginner, intermediate and advanced
HTML – Intermediate Course

Lynda.com (*Now LinkedIn Learning*)

Relational Database Design with FileMaker Pro 17
FileMaker 17 – Essential Training
Wireframes & Digital Mock-ups
Project Management Fundamentals
Agile Project Management
Business Analyst – Advanced & Working with Use cases
Business Analysis – Developing Requirements
Design Thinking – The next competitive advantage
Leading Productive one-to-one meetings
Coaching and developing Employees
Managing Teams
Motivating and Engaging Employees
Mentoring others
Managing Employee Performance

AR/VR Applied to Business
Simio: Simulation, Production Planning and Scheduling
Advanced Data Science
ETL – Framework for data warehouse
G Suite Training & Certification – Instructor
Accelerated Machine Learning
VSM – Value Stream Mapping applied to manufacturing
Methods of Design Synthesis – From Research to Innovation
Mind mapping Mastery – Effective Mind Maps & Flowcharts
Knowledge Management & effective transfer
Apple Pro Video Series – Final Cut Pro X

Adobe Systems Italian Offices

Adobe LiveCycle ES 8.2 Developing PDF Forms

Il Sole24 Ore (*e-learning platform*)

Digital Marketing & Communication Post University Master

Politecnico of Milan (*University*)

Computer Science Engineering Course

Collegio Villoresi San Giuseppe

Scientific Higher School Diploma, Chemical Biological

Fluent in English and Italian and approaching Spanish.

REFERENCES AVAILABLE UPON REQUEST