

**FORMATO EUROPEO  
PER IL CURRICULUM  
VITAE**



**INFORMAZIONI PERSONALI**

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Nazionalità Italiana  
Data di nascita 31 GENNAIO 1969

**ESPERIENZA LAVORATIVA**

- Date (da – a) 1995-1999
- Nome e indirizzo del datore di lavoro Master Soft S.n.c. Novara
- Tipo di azienda o settore Informatica
- Tipo di impiego CTO Co Founder
- Principali mansioni e responsabilità  
Sviluppo reti di trasporto IP  
Sviluppo di soluzioni avanzate web based  
Sviluppo di soluzioni di networking ad hoc per aziende clienti  
Sviluppo della piattaforma di accesso centralizzato NTTACplus e Dialways  
Sviluppo delle partnership con i principali partner tecnologici  
Sviluppo rete di vendita italiana ed estera
  
- Date (da – a) 1999-2002
- Nome e indirizzo del datore di lavoro Cisco Systems Vimercate
- Tipo di azienda o settore Telecomunicazioni
- Tipo di impiego Systems Engineer
- Principali mansioni e responsabilità  
Responsabile del team di business sui nuovi service provider in Italia per quanto riguarda le tecnologie di accesso. Principali clienti Tiscali, Fastweb, Albacom, Wind
  
- Date (da – a) 2002-2003
- Nome e indirizzo del datore di lavoro Cisco Systems Vimercate
- Tipo di azienda o settore Telecomunicazioni
- Tipo di impiego European Channel Systems Engineer
- Principali mansioni e responsabilità  
Nominato channel SE EMEA of the year per l'anno 2003  
Responsabile dello sviluppo dei managed services per i service provider Europei con particolare focus sui Service provider italiani
  
- Date (da – a) 2003-2006
- Nome e indirizzo del datore di lavoro Cisco Systems Vimercate
- Tipo di azienda o settore Telecomunicazioni
- Tipo di impiego Sales Business developer europe

- Principali mansioni e responsabilità
  - Date (da – a) 2006-2009
- Nome e indirizzo del datore di lavoro
  - Tipo di azienda o settore Cisco Systems Vimercate  
Telecomunicazioni
  - Tipo di impiego Sales Business Development Manager
- Principali mansioni e responsabilità
  - Estensione del ruolo di SBDM alle soluzioni di servizi gestiti con particolare focus ai modelli di business e alle architetture di servizio
  
- Date (da – a) 2009-2010
- Nome e indirizzo del datore di lavoro
  - Tipo di azienda o settore Cisco Systems Vimercate  
Telecomunicazioni
  - Tipo di impiego Sales Business Development Manager
- Principali mansioni e responsabilità
  - Responsabile di sviluppo di architetture in ambito borderless con particolare focus alle migrazioni ISR g1 a ISR g2
  
- Date (da – a) 2010-2015
- Nome e indirizzo del datore di lavoro
  - Tipo di azienda o settore Cisco Systems Vimercate  
Telecomunicazioni
  - Tipo di impiego Service sales executive EMERA
- Principali mansioni e responsabilità
  - Responsabile delle vendite di servizi relativi alle migrazioni di core networks e alla gestione delle basi installate End of Support

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• Data (da – a) 2011--

• Nome e indirizzo del datore di lavoro  
lavoro

• Tipo di azienda o settore Telecomunicazioni

• Tipo di impiego Service Sales Lead

• Principali mansioni e responsabilità Responsabile delle vendite dei servizi di maintenance e professional services al gruppo Vodafone EMEA

## ISTRUZIONE E FORMAZIONE

- Date (da – a) 1995
- Nome e tipo di istituto di istruzione o formazione
  - Universita Cattolica del Sacro Cuore
- Principali materie / abilità professionali oggetto dello studio
  - Economia e commercio
- Qualifica conseguita
  - Laurea
- Livello nella classificazione nazionale (se pertinente)

## CAPACITÀ E COMPETENZE

### PERSONALI

*Acquisite nel corso della vita e della carriera ma non necessariamente riconosciute da certificati e diplomi ufficiali.*

#### MADRELINGUA

ITALIANA

#### ALTRE LINGUA

- Capacità di lettura
- Capacità di scrittura
- Capacità di espressione orale

INGLESE

ECCELLENTE

ECCELLENTE

ECCELLENTE

## CAPACITÀ E COMPETENZE

### RELAZIONALI

*Vivere e lavorare con altre persone, in ambiente multiculturale, occupando posti in cui la comunicazione è importante e in situazioni in cui è essenziale lavorare in squadra (ad es. cultura e sport), ecc.*

## CAPACITÀ E COMPETENZE

### ORGANIZZATIVE

*Ad es. coordinamento e amministrazione di persone, progetti, bilanci; sul posto di lavoro, in attività di volontariato (ad es. cultura e sport), a casa, ecc.*

## CAPACITÀ E COMPETENZE

### TECNICHE

*Con computer, attrezzature specifiche, macchinari, ecc.*

## CAPACITÀ E COMPETENZE

### ARTISTICHE

*Musica, scrittura, disegno ecc.*

## ALTRE CAPACITÀ E COMPETENZE

*Competenze non precedentemente indicate.*

## PATENTE O PATENTI

ALLEGATI

ALLEGATO CV COMPLETO IN INGLESE

# Daide Ferrari



## Personal Information

Address ~~Via ... 2~~  
~~...~~

Phone ~~...~~

Mobile ~~...~~

Email [dferrari@gmail.com](mailto:dferrari@gmail.com)

Date of birth January 31 1969

Nationality Italian

## Career goals

In my work life I had the possibility to develop many important values like sales management, customer orientation, communication skills, business development and people management .

I personally see further development in my career in 3 main areas:

- Further increase my experience baggage through communication, implementation and management of products and processes
- Sharing competencies achieved in 20+ years in high tech industry within multinational companies
- Contribute to the success of my future employers opening new markets, creating new business with new products and developing new opportunities

## Industry knowledge

I have spent many years in a high technology vendor and I had the possibility to gain in depth knowledge of IP technology applied to almost any customer segment. My main focus has been mainly on Service Provider industry, where I had the opportunities to work on solutions and products belonging to any layer of a Service Provider architecture, from consumer mobile and fixed access, to core network architecture up to the most recent SDN/NFV early deployments. My experience has been both on product and architectural side and on service side.

## Work experiences

**2013- 2016** Cisco Systems. Service sales  
**Title:** Services Sales executive  
**Role:** Responsible SDN /NFV (wan orchestration, policy deployment and service chaining) deployment for most important accounts in Europe in particular  
**Achievements:** Integration of products and service portfolio of acquired companies (like Broadhop and Tail-F) into Cisco service portfolio, increased penetration of Professional Services revenue in Service Provider business.

**2011- 2013** Cisco Systems. Service sales

**Achievements:** Developed an international network of software resellers and partners able to bring a small Italian company on the international stage

## Education and training

### Basic Education

- Università Cattolica del Sacro Cuore –Milano - Degree in Economics Science
- Liceo Scientifico Antonelli – Novara, 1990 - Diploma di maturità

### Cisco Certification Achieved

- Cisco Partner Sales Specialist, 1998
- CCNA in 2000
- CCDA in 2000
- CCIP professional, in 2002

### Software & Technologies

- In depth knowledge of all the main O.S. and productivity applications under Windows, Mac, Unix and Linux
- In depth knowledge of all network protocols and Cisco network elements
- In depth knowledge of web development tools and languages

### Complete List of Business oriented Trainings

- INTRODUCTION TO CISCO SELLING
- TARGET ACCOUNT SELLING-ITALIAN EMEA
- ITALY-PRESENTATION SKILL
- Applied Account Planning Update EMEA
- Finance for Non Financial Managers for EurEmg/SP v1.0
- Working Across Cultures EMEA
- Compliance: Foreign Corrupt Practices Act Training
- McAlinden Communication Skills Workshop EMEA
- Basic Financial Acumen

### Complete List of Technical oriented Trainings

- Baseline Technical Switching EMEA
- SP - OSS/NMS EMEA
- Baseline Technical - dial up EMEA
- Advanced BGP Configuration and Troubleshooting EMEA
- SP Voice Signaling EMEA
- SC2200 Product Training EMEA
- Advanced DialUp - SP EMEA
- Content Networking Concepts EMEA
- Cisco Network Designer EMEA
- Cisco DSL Configuration EMEA
- Cisco Firewalling Fundamentals EMEA
- VPN Technologies OPS EMEA
- IP Quality of Services and Multicast architectures
- Implementing Cisco MPLS EMEA
- SVSE\_4389\_VOIP/Dial\_March 2002
- IP Telephony Bootcamp EMEA
- Security & VPN SE Bootcamp EMEA
- ESVP\_1074\_POST\_Essentials - Security 1 of 2
- Wireless LAN SE Breakaway Program EMEA
- EMEA Unified Security VT
- Business Ready Data Centre Networking – EMEA

**Title:** Business Development Manager  
**Role:** In charge of architectural approach for seamless migration of large networks to Next Generation architectures and features across Service Providers in EMEA  
**Achievements:** Developed a new set of services (SKUs) enabling seamless and transparent migration of End of Sales networks and aged network to New Generation architectures.

**2010- 2011 Cisco Systems. Service sales**

**Title:** Business Development Manager  
**Role:** Responsible of Promoting of Migration Services offering across EMEA service provider market and relevant business modeling.  
Consulting and Professional services to drive business case creation for new service introduction

**Achievements:** Organized sales campaigns and marketing seminars across all main SP in EMEA managing large pipelines of opportunities and opening new revenue sources for services.  
Migration services adopted in almost all main Service Providers in EMEA

**2008- 2010 Cisco Systems.**

**Title:** Business Development Manager  
**Role:** Responsible of Managed services creation across European Service Providers. Promotion of the Borderless architectures in managed services. In depth knowledge of Enterprise services demand, especially focusing on Wan Application Acceleration, Content Delivery Networking, Content Routing, Deep Packet Inspection, Application Based Networking.  
Business model creation in support of managed service introduction.

Performance always consistently above plans..

**2005- 2007 Cisco Systems.**

**Title:** Business Development Manager  
**Role:** Responsible of Managed security service creation in the EMEA SP market with the task of creating a portfolio of partners enabling the selling of security solutions across EMEA service providers

**Achievements:** Opened the managed security market with increase of channel sales of security appliances. First selling of Managed Distributed Denial Of Service Protection service with the integration of Riverhead acquisition.

**2003- 2005 Cisco Systems.**

**Title:** Channel Systems Engineer  
**Role:** Responsible of developing Service Provider managed services in Mediterranean countries, with specific focus on Italian market

**Achievements:** Named EMEA Channel Systems Engineer of the year in 2003

**1999- 2003 Cisco Systems.**

**Title:** Systems Engineer  
**Role:** Responsible of assisting Account Managers in all technical aspects relevant to Service Provider architectures with specific focus on access technologies (DSL, Dial).

**Achievements:** Named EMEA Channel Systems Engineer of the year in 2003

**1995- 1999 MasterSoft S.n.c.**

**Title:** CTO & Co-Founder  
**Role:** Responsible of developing the transport network (all with Cisco routers, switches and Access Services)  
Responsible of developing enhanced web based solutions for main enterprise customers  
Responsible of developing a Radius and Tacacs+ based Access Control Software, used also in partnership with Cisco in those years and relevant integration in customer provisioning environments  
Key accounts management

- Cisco IOS Essentials
- Network Admission Control TOI EMEA
- ISR Security/AM v1.0
- NPI:Release 5.0 of Cisco Guard and Cisco Anomaly Detector – VoD
- Accelerate: Secure Connectivity/SE v1.0
- Service Control Platform (P-cube) Version 3.0 EMEA

## Personal Skills

- Mother Tongue: Italian
- Other Languages: English, excellent
- Communication skills: Excellent communication skills gained through my experience as Systems Engineer, Business Development and Sales processes. Public speaking skills to audience from 1 to 500 people
- Organization and Managerial skills: Excellent organizational skills gained working in multicultural, crossfunctional teams in multinational companies

