

# Davide Ferrari



## Personal Information

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28066 Galliate (NO) Italy

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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 contamination of my knowledge into new markets, products and processes
- **Sharing competencies** achieved in 20+ years in high tech industry within multinational companies
- **Contributing to the success** of my future employers opening new markets, creating new business with new products and developing new opportunities
- **Serving the Country:** innovating the way Municipalities implement local public administration through best practices sharing and creating centres of excellences

## Industry knowledge

I have spent many years in a high technology vendors 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. I worked either in direct sales or through channels and partners model. My experience has been both on product and architectural side and on service side.

## Public Commitments

I had the honour to serve my local community (16000 people) as Mayor for ten years. Now I'm serving in Provincia di Novara as PNRR delegate.

**Since 2018 I'm growing a community grouping together 3000 Mayors all across Italy ([www.seseisindaco.it](http://www.seseisindaco.it) ). I serve the country sharing best practices and creating centers of excellence in Local Public Administration.**

## Work experiences

### 2023- Now Dasein S.r.l.

**Title:** Chief Executive Officer

**Role:** Full administration of the company

### 2022- Now Presidenza del Consiglio dei Ministri, Dipartimento Trasformazione Digitale

**Title:** Account Manager

**Role:** Rolling our M1C1I1 PNRR investment in North West regions of Italy

**Achievements:** **Reached first European milestone: target 80% of local administration accessing to Cloud migration European funds**

### 2019- 2022 Fastweb S.p.a.

**Title:** Business Partner Large accounts

**Role:** Responsible for sales to Large Account segments in North West Italy

**Achievements:** Selling connectivity services, cloud services and security services sales in North West Italy. Collaborating with Public Local administrations to extend the fiber network deployment in the region.

Helping enterprise customers to implement the migration to cloud architectures.

### 2021- now Provincia di Novara

**Title:** Provincial Counsior

**Role:** **Responsability of PNRR implementation across the Provincia of Novara**

**Achievements:** I have been elected in the provincial second level election in december 2021: I'm tracking all the PNRR initiatives and I'm helping 84 local municipalities to access to PNRR funds and implement projects.

### 2009- 2019 Mayor of Galliate (NO)

**Title:** Mayor

**Role:** **Leadership responsibility. Responsible of Digital Innovation, local fiscality and finance**

**Achievements:** I have been elected in 2009 and re elected five years later. I had the privilege to guide my community (16000 people) for ten years

### 2016- 2019 Juniper Network. Service sales

**Title:** Service Sales Lead for Vodafone Group

**Role:** Responsible of Service Sales across Vodafone Group, with main focus in Italy, VGN, VF UK and Vodafone Spain

**Achievements:** Improving Support and Maintenance contracts framework and working with more than 20 partners in a pure channel business model

Implementing a Master Service Agreement to provide direct support to 12 operations in different EMEA countries.

Improving Professional services sales from 1M to about 3 M. Actively involved in VPN+ contract and delivery. This big contract was based on Juniper SDWAN technologies

Overall services business grew from 9 M to 14M per year

**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.

**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. Main focus was on managed services in a channel business model

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

**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  
Main achievement was to implement a Migrate on Failure service model targeting SP's enterprise customers. Introduction of new MoF (Migrate on Failure service) **in the SP channel portfolio**

**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.

**Achievements:** Increased managed service market and revenue with introduction of new services. **Training the SP channel network for the introduction of news services.** 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 and channels** 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 2002**

#### 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

**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