

Davide Ferrari



Personal Information

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Date of birth January 31 1969
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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). 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: Responsibility 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: Responsabile 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

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
- 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