

CURRICULUM VITAE ***GIOVANNA CAMORALI***

PERSONAL INFORMATION

Place and Date of Birth Buenos Aires (Argentina) / 21.st December 1963

Nationality Italian

Marital Status Married

Home Address Via XXIV Maggio 16 – Sesto San Giovanni (MI)

Telephone 02 / 2405480 (home)
335/7445866 (mobile)

STUDIES

Master MBA Open University in 2001 sponsored and funded by IBM

University Degree in Economics at the Milan Catholic University in 1988.
Final Marks 110/110 with laudem. Prized by Catholic University as best graduated of the year.

School Linguistic Lyceum in Milan in 1982. Final mark 60/60

Other courses IBM Summit at Boston University in 2006
IBM Client Executive Certification (INSEAD) in 2000

LANGUAGES

Italian mother tongue

English fluent

German/Spanish scholastic

PERSONAL PROFILE

I've been managing successful team in all my career.

I joined IBM as graduate in Economics and I worked for Public Sector as Client Executive, Marketing and Channel Manager, Industry Leader in the European Team and as Sales Unit Director for Local Government, Healthcare and Education in Italy. I deeply know these industries, I have built a wide network of relationships and I am representing IBM in conferences and press events as thought leader.

To increase my competences and experiences in Services, I spent 4 years of my career in IBM infrastructure services unit (GTS).

In this organization, I led the marketing and strategy unit and then I took the responsibility for GTS services in the Enterprise Market, managing three sales managers with fifteen Sales Representatives around Italy with the specific responsibility to develop a new approach to managed services for enterprise clients.

Curious and determined, I've continued to study to widen my horizon and competencies and got my MBA in 2001. It gave me a more powerful background and provided further spread and depth to my attitude to see the whole picture, to define strategic approaches for clients, segments and solutions and to explore new coverage models, including alternate channels.

I have been one of the first leader applying direct marketing programs and hybrid sales teams in industry sales in IBM in Italy and I am now working to integrate the new "social" opportunity in our relationships and coverage model.

Since 2014, I am a member of Assinform "Healthcare Digital Transformation Team" where demand and supply meet to share opportunities for Healthcare Systems in and I've contributed to the release of the paper of activity.

Since 2010 I've been representing IBM as member of the Board of CMR - Consorzio Milano Ricerche.

Since 2018 I am member of the Technical Scientific Board of CBIM.

PROFESSIONAL EXPERIENCES

February 2018 - today

**IBM Research & Innovation – Business Development Executive
And Center for Active Intelligence Program Director**

I've just embraced the challenge to move to the emerging Research & Innovation Units with the responsibility of Business Development for Research Initiatives. In this role I leverage my background in services and my deep knowledge of Public Sector market and I cover all different industries and solutions.

As part of this responsibility I have the responsibility as Program Director for the new center for Active Intelligence in Bologna.

January 2015 – January 2018

IBM – Enterprise Sales Unit Manager – Regional Government Healthcare and Education

Since January 2015, I am managing the IBM sales unit dedicated to Local Government Healthcare and Education in Italy, with the full responsibility of this market.

I manage a sales team of 15 client representatives spread in the Italian territory and coordinate the extended team of brands specialists for both products, services and innovative solutions.

January 2014 – December 2014

IBM – Public Sector Industry Leader

In January 2014, IBM re-established the Public Sector Organization to its full size including all PS Clients (regardless of size and locations) and I've re-entered the Public Sector Sales organization, reporting directly to the IBM PS Vice president. In this organization I had the responsibility for business development for all the Public Sector Market and I worked with the client teams to engage top Government Clients in new solution areas. Additionally, I worked with the Global and Europe Government Team to select solution areas and references across the world that can be deployed in Italy and to build the case for investment.

July 2012 – December 2013

IBM – GTS Enterprise and Mid-Market Sales Leader

In July 2012, as an outcome of the re-organization project, I've been appointed GTS Enterprise and Mid-Market, reporting directly to the GTS Vice President. In this role, I'd the responsibility for the GTS business (Strategic Outsourcing, Infrastructure Technology Services and Maintenance) in Enterprise and Mid

Market. In 2013 I was responsible for a revenue of about 160M\$ and a signing budget growing 65%/y/y.

I managed directly, as a second line manager, a team of fifteen sales people and coordinate an extended team of additional ten sellers.

January 2012 – June 2012

IBM – Manager of GTS Strategy Marketing and Transformation

In the semester (Jan 2012-June 2012), I managed a re-organization project as responsible for Strategy Marketing and Transformation for IBM Global Technology Services (GTS) reporting directly to the GTS Vice President. My responsibility covered strategic planning, portfolio prioritization, market segmentation, skills planning, marketing and transformation for the three lines of business included in GTS (Strategic Outsourcing, Infrastructure Technology Services and Maintenance). I managed directly, as a second line manager, a team of fifteen people and coordinate an extended team of additional twenty people.

January 2011 – December 2011

IBM – Manager of ITS Sales – Industries

In 2011 I was responsible for sales of Infrastructure Services in the ITS unit inside IBM Global Technology Services (GTS) for the Sector Market.

In this position I managed, as second line manager, a team of twenty solution sellers organized in 3 Industries (Public Sector; Financial Sector and Communication-Distribution-Industrial Sector) and I was responsible for a signing and revenue budget over 250M\$. In this role I had also the responsibility for Cloud Sales inside ITS.

January 2010 – December 2010

IBM - Country Master Plan Leader

From January 2010 to December 2010, reporting to the IBM General Manager Sales, I led the Country Master Plan effort and the deployment in Italy of the corporate strategic sales initiatives, like Sales Eminence, coverage model.

As leader for these initiatives in Italy, I had the responsibility to coordinate the different staff and sales functions and to integrate with the European Headquarter.

January 2005 – December 2009

IBM - Client Unit Executive Healthcare, Local Government, Education

At the end of the international assignment, after reshaping the coverage model for Healthcare and Local Government, I took the responsibility of Local Government, Healthcare and University in Italy.

In this role I directly managed 30 people (mainly client managers working all over Italy), I coordinated the Tele-coverage team (20 people) dedicated to the smaller clients in these markets and I functionally led the team (50 people) of IBM brand experts (hardware, software and services).

In this position, I managed a yearly revenue budget of round 100M€.

I had the overall responsibility of these markets for IBM, both from a sale and a marketing perspective and I had the opportunity to leverage the set of competencies that I have developed in both areas in my previous experiences.

I had a specific focus on developing the services part of the business with the objective to grow the stream baseline. The most significant achievements in the service area include: Regione Veneto Strategic Outsourcing win-back, the SAP project for hSR Hospital, the AMS framework agreement with Lombardia Informatica, the renegotiation of Fiera Milano contract,....

Won projects in the infrastructure services business were more fragmented, the main ones being the fleet management for hSR and Niguarda Hospital and the Network Infrastructure for the Hospitals of Humanitas Group.

Remarkable also the win of the High Performing Computing platform in Cineca.

January 2004 – December 2004

EMEA Government Sales Leader – IBM Public Sector

In 2004 I had the opportunity of a one year international assignment as European Government Industry Sales Leader with a specific focus on Regional/Local Government and Healthcare

In this role, I reported to the EMEA Government GM and I worked in connection with the Global Government General Manager and strictly linked with the 6 Public Sector managers all around Europe.

In this role I had the responsibility to define and implement the Public Sector strategic plan and, as Government was selected by IBM as one of the 3 main growth areas at World Wide level, I was responsible for the Government Growth Plan in Europe.

July 2000 – December 2003 :

Client Unit Executive Healthcare & Local Government Italy - IBM Public Sector

In this role I was responsible for IBM for the Local Government and Healthcare markets, with 15 people reporting to me (mainly relationship managers all around Italy) , with functional lead on IBM brands sales team and coordinating 7 Telecoverage people dedicated to this market .

In this role, I had significant achievement for both Hardware and Software and some important services business like Fiera Milano and AO Padova Outsourcing, the SAP projects with Rome Municipality and with Bolzano Province and the hR project for Regione Lombardia & Lombardia Informatica.

January 1998 – June 2000:

Team Leader Healthcare Team Italy – IBM Italy Healthcare & Local Government Unit

As Healthcare and Local Government units were merged in a single unit, I came back to a country responsibility and I coordinated the sales and marketing activities for the Healthcare industry. At the same time I kept direct relationship responsibility for the main Healthcare clients in the North of Italy.

October 1996 – December 1997:

Business Partners and Direct Marketing Manager - IBM EMEA Healthcare Industry

Responsible, at European level, to develop and deploy marketing and sales strategies for external channels in Healthcare and coordinating the international team of Business Partners and Direct Marketing Managers.

January 1995 - September 1996:

Responsible for Marketing Operations - IBM Healthcare Industry Italy

Reporting to the Healthcare Industry manager I was responsible for the business plan and for marketing/communication activities. I launched the hybrid coverage model in Healthcare, involving also external channels (and business partners) and IBM direct marketing.

January 1992 – December 1994:

Responsabile Commerciale Segmento Sanità – IBM Italia

I started my career in sales, taking the responsibility of Healthcare clients in Region Lombardia. I gradually moved to larger Healthcare clients requiring integrated projects and solutions

Over this period I achieved and over-achieved my yearly sales targets

April 1990 - December 1991:

Assigned to BioInforMedical (joint venture IBM-Hsr)

Reporting to the General Manager, I contributed to the definition and sale of important projects both for hSR and for the external market.

1988 - Aprile 1990: System Engineer - IBM Healthcare and Local Government Unit