

Strategic B2B Marketing Executive

Over 15 years of experience leading impactful marketing strategies for enterprise SaaS startups. Combines marketing expertise and technical acumen to develop go-to-market strategies, optimize product positioning, and drive customer acquisition, expansion, and retention. Adept at working cross-functionally with Product, Sales, and Customer Success teams to deliver integrated marketing plans aligned with business goals. Proven success managing distributed teams across the US, and Europe, with deep knowledge of diverse tech cultures. Results-driven leader focused on continuous learning and achieving measurable business outcomes.

Main Achievements

- ⇒ **Analyst Relations:** Positioned Cloud4Wi as a thought leader, earning recognition in 20+ reports and named a Gartner Cool Vendor.
- ⇒ **Demand Generation:** Designed localized marketing campaigns, contributing to 30% of ARR.
- ⇒ **Marketing Technologies:** Led the adoption of AI-powered marketing technologies, improving inbound-led performance by 20%.
- ⇒ **Technology Alliances:** Established strategic partnerships, earning consecutive recognition as Cisco's Strategic Technology Partner.
- ⇒ **Fundraising:** Created and led content strategy for Series A and B fundraising, contributing to securing \$18M in funding.

Areas of Expertise

- Strategic Leadership
- Multi-Cultural Team Management
- Cross-Functional Collaboration
- Global Market Expertise
- Go-To-Market Strategy
- Product Positioning & Messaging
- Market & Competitive Analysis
- PR & Analyst Relations
- Content Strategy
- Digital Marketing
- Field Marketing
- Partner & Customer Marketing
- Technology Alliances
- Marketing Analytics & Reporting
- Marketing Technologies

Career Experience

VP Marketing & Technology Alliances - Cloud4Wi, New York City & San Francisco 02/2014 – Present

- Led GTM strategies, product positioning, and messaging, to increase market penetration and strengthen brand awareness.
- Developed a marketing strategy contributing to 30% of annual revenue, increasing brand recognition in key markets.
- Oversaw development of compelling internal and external content, including competitive battle cards, pitch decks, blog posts, case studies, eBooks, webinars, and business impact calculators.
- Engaged with top industry analysts, securing inclusion in over 20 major analytical reports and recognition as a Gartner Cool Vendor in 2018.
- Established and deepened technology alliances with major industry players such as Cisco, Extreme Networks, Fortinet, Ericsson, and Salesforce expanding the company's market reach.
- Led and managed a global team across the US and Europe, improving strategic alignment and operational efficiency.
- Boosted sales effectiveness by collaborating with cross-functional teams to create sales tools and resources.
- Built a robust partner program – with unique benefits and understandable requirements – to set up partners and clients for success.
- Secured prime coverage in key industry publications, including Forbes, Network World, CIO Review, and Retail Touch Point.
- Led the adoption of AI-powered marketing technologies, improving inbound-led performance by 20%.
- Created and led content strategy for Series A and B fundraising, contributing to securing \$18M in funding.

VP Tech Consulting - TEA (Technical and Economic Analysis) Product Lead - WiTech, Pisa, Italy 04/2012 – 01/2014

- Developed and maintained go-to-market strategies for TEA tools, resulting in a 20% increase in business opportunities.
- Managed global consulting projects, exceeding project goals by 20% through innovative solutions.
- Served as an outsourced consultant for global projects led by PwC and Accenture, contributing to successful project outcomes.
- Drove new business initiatives with key clients and partners, to drive innovative solutions and create new revenue streams.

Services Team Leader - TEA Product Lead - WiTech, Pisa, Italy 08/2008 – 03/2012

- Spearheaded wireless industry projects in Italy and abroad, achieving delivering client value through innovative solutions.
- Managed strategic partnerships for the integration of TEA tools with key platforms like Mentum Planet.

- Developed thought leadership content, including articles and reports on next-generation wireless technologies, enhancing the company's industry visibility.

Technical & Economic Analyst - TEA Product Lead - WiTech, Pisa, Italy

10/2005 – 07/2008

- Defined the specifications for and oversaw development of TEA tools for WiMAX and LTE business case analysis.
- Defined the positioning/messaging and go-to-market strategy for TEA tools.
- Led the production of powerful content such as competitive battle cards, pitch decks, product info sheet, and webinars.
- Led the launch of TEA tools (including a freemium edition).
- Build strategic alliances with leading players – such as Mentum (Infovista) and Vector WinRPT– to integrate and sell TEA tools.
- Evangelized TEA tools by participating at industry events in Italy and abroad.
- Provided clients with technical and economic analysis of next-gen wireless technologies.

System Engineer - Altran, Pisa, Italy

09/2004 – 09/2005

- Conducted comprehensive Reliability, Availability, Maintainability, and Safety (RAMS) analyses for telecommunication systems, ensuring compliance with industry standards.
- Supported key projects by delivering in-depth analyses that improved the reliability and safety of telecommunication networks.

R&D Engineer – Telecom Italia, Turin, Italy

07/2003 – 08/2004

- Developed software for MIMO systems (Multiple Input Multiple Output) to evaluate transmission and reception performance, improving wireless communication efficiency.
- Created a cutting-edge MIMO radio channel simulator to assess system performance in both software and hardware environments, contributing to advanced R&D initiatives in wireless technology.

Education & Certifications

M.D.: Telecommunication Engineering - Graduated with summa cum laude - University of Pisa, Italy

MBA - The Power Business School

Introduction To Generative AI - Google - 11/2023

Sales Enablement - PMA - 01/2023 | Competitive Intelligence - PMA - 01/2023 | Go-to-Market - PMA - 12/2022

Storytelling - PMA - 11/2022 | Product Marketing (Core) - PMA - 01/2021