

STEFANO PERNA

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ABOUT ME

Creative and social, sales and technical pre-sales professional with 11 years of progressive experience across a wide range of sales and technical functions and industry segment. Proven ability to combine vision and business acumen with well-developed consultant qualities and leadership to support deals and project delivery. Hunter's mentality with strong charisma. **Area of expertise include:**

- Sales Management
 - Cloud Technologies
 - Business Process
 - Technical Pre-sales
 - Software Engineering
 - Big Data
 - Team Management
 - Business Analytics
 - Machine Learning
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PROFESSIONAL EXPERIENCE

Vodafone Italia S.p.A.

Key Account Manager – Corporate Sales

Nov 2014 – Present

Large clients acquisition and management, maintaining a long term relationship with accounts and maximising sales opportunities within them. Playing an integral role in new business pitches and hold responsibility for the effective on-boarding of new clients.

Key Contributions:

- **Acquisition of new clients.** Boarded different Prospect and Key Account, closing deals reaching 150% of target defined by the company.
- **Development of existing clients.** Focusing on growing and developing existing clients, together with generating new business.
- **Account Management.** Reduced the Churn Rate of the assigned customer base maximizing the customer retention.

Main area: *Cloud* (IaaS and SaaS) and *IoT* Solutions.

Connect Informatics S.r.l.

Area Manager – Healthcare IT Solutions

Sep 2012 – Oct 2014

Management of the Healthcare IT Solutions (ERP, Data Analytics, Business Intelligence) team and responsible of major clients acquisition and management. Responsible of the **indirect sales channel** and **partner management**.

Key Contributions:

- **Acquisition of new clients.** Closed deals with the two major Holding in Italian HC market.
- **Managing the Pre Sales Team.** Improved sales through the indirect channel increasing the number of sales and improving the sales pipeline driving the Pre-Sales team.
- **Managing the PM Team.** Maximized the project payback and revenues coordinating the Project Manager Team.

Main area: *Cloud* (SaaS) and *Software* Solutions.

Connect Informatics S.r.l.**Senior Project Manager and Sales Executive**

May 2010 – Aug 2012

Responsible of the Project Management and Analysis of Healthcare IT Area, defining Project Requirements and Specifications and coordinating the Custom Development Team.

Key Contributions:

- **Project Revenues Maximization.** Maximized the project payback and revenues improving the scheduling and the accuracy of requirements.
- **Pre-Sales Effectiveness.** Improved the effectiveness of Pre Sales activity closing a larger number of deals and improving the deal closing rates.
- **Acquisition of new clients.** Closed deals reaching 120% of personal assigned target..

PC Academy S.r.l.**PHP and Web Development Teacher**

Feb 2010 – May 2010

Teaching PHP and Web Development on professional courses (B2B).

StudioPerna.com**Consultant**

Mar 2005 – Jan 2010

Providing IT consultancy services to SME. Focusing on system integrations and business processes.

EDUCATION**Università di Roma Tor Vergata****Master Degree in Computer Engineering**

Nov 2013

Thesis in *Asynchronous agent-based simulation for workflow analysis in Project Management*

Università di Roma Tor Vergata**Bachelor Degree in Automation Engineering**

Feb 2007

Thesis in *Unsupervised Kernel-based machine learning for text categorization (One-class Support Vector Machines)*.

LANGUAGES

	Understanding		Speaking		Writing
	Listening	Reading	Interaction	Production	Production
Italian	Mother tongue	Mother tongue	Mother tongue	Mother tongue	Mother tongue
English	Good	Proficient user	Really good	Really good	Proficient user
French	Scholar	Scholar	Scholar	Scholar	Scholar
Russian	Basic	Basic	Basic	Basic	Basic

IT TECHNICAL SKILLS AND PROFICIENCIES**OS and Office Automation**

- Win/OSX/Linux/Unix
- Office and vision
- Salesforce (1SF)

Data and BI

- SQL92/PL-SQL/T-SQL
- Business Intelligence
- Business Analytics

Software Engineering

- Rational Unified Process
- Agile/SCRUM
- UML

Artificial Intelligence

- Machine Learning
- Sentiment Analysis
- Question Answering

Software Development

- Java/C#
- Visual Studio
- Eclipse

Project Management

- PRINCE2
 - ITIL service mgmt.
 - Microsoft Project
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PRIVACY AUTHORIZATION

I authorise the use of my personal data in compliance with the Italian Legislative Decree 196/03.