

# STEFANO PERNA

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Viale Spartaco, 91 [Rome, Italy](#) | 6 jan 1981

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## ABOUT ME

Creative and social, sales and technical pre-sales professional with 12 years of progressive experience across a wide range of sales, 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 Solutions
- Big Data
- Technical Pre-sales
- Software Engineering
- Machine Learning
- Team Management
- Project Management
- Business Intelligence

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## PROFESSIONAL EXPERIENCE

### Senior Key Account Manager

#### Vodafone Italia S.p.A.

*From November 2014 to PRESENT*



Recognized by colleagues as a top leader and performer due to strong expertise in ICT solutions and sales Skills, as well as able to successful manage Accounts and strengthen relationships with them.

In 2017: responsible of Direct sales and Lead contact person to Media and Gaming&Gambling Industries for the sale of complex solutions, acquired several prospects and doubled the Vodafone marketshare in the market segment.

Personal overachievement: 150% in 2016, 120% in 2015 and 105% in 2014.

- **Prospecting:** Acquisition of new clients, developing new business opportunity and closing deal with several Prospect, growing the presence of Vodafone in the assigned Industries by 200% YoY.
- **Sales Development:** growing the Vodafone market developing relationship with CxO level and acting as trusted advisor through in person, custom presentations on new solutions and business initiatives.
- **Account Management:** reduced the Churn Rate of the assigned customer base maximizing the customer retention.

**Area of Expertise:** *Value Selling* on **Cloud** (IaaS and SaaS), **Security** and **Digital** Solutions.

### Sales Area Manager

#### Connect Informatics S.r.l.

*From September 2012 to October 2014*



Capitalized on extensive industry and solutions knowledge (ERP and Business Intelligence) in driving shareholder value by boosting market share, sales, and profits.

Managed the Healthcare IT Area with 3 direct Sales Account, 4 Pre-Sales and the Indirect Channel.

- Made substantial contribution in boosting Area sales by 25% in 2014.

- Planned and coordinated all aspects of sales execution, and provided direction to field personnel.
- Doubled the sales generated from Indirect Channel through improved partner management and training/support.

**Area of Expertise:** ERP, Cloud, Sales Team Management and Indirect Channel Management.

## Sales Account Executive



### Connect Informatics S.r.l.

*From September 2011 to August 2012*

Responsible for prospecting and closing new business while maintaining and growing existing customer relationships.

- Consistently hit and exceeded quotas by developing relationship with CxO-level .
- Overachievement of 120% of personal target.

**Area of Expertise:** Value Selling on ERP Solutions, Cloud (SaaS), DMS and Business Intelligence.

## Senior Project Manager



### Connect Informatics S.r.l.

*From May 2010 to August 2011*

Successfully managed the quality and profitability of Healthcare ERP projects.

I was responsible for managing the work of consultants and internal resources, allocating and utilizing resources in an efficient manner, and maintaining a cooperative, motivated, and successful team.

- Developed financial reports, including profit and loss statements balance sheets, income statements, yearly overhead rate calculations, and monthly billing reports.
- Coordination of the partners and working groups engaged in project work.

**Area of Expertise:** Project Management on ERP Solutions, Cloud (SaaS), DMS and Business Intelligence.

## Consultant

### StudioPerna.com

*From March 2005 to April 2010*

IT consultant and Advisor. Focusing on system integrations and business processes.

**Area of Expertise:** System Integration, Business Process Management, Consultancy.

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## EDUCATION

### Master Degree in Computer Engineering

#### Università di Roma "Tor Vergata"

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

### Bachelor Degree in Automation Engineering

#### Università di Roma "Tor Vergata"

Thesis in *Unsupervised Kernel-based machine learning for text categorization*

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## LANGUAGES

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

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## 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.