

Curriculum Vitae

Fabrizio Albergati

Professional Experiences

- 2022 2nd Half Consultant for Friuli Innovazione, supporting the redesign of corporate image, go to markets, major public events and strategic planning in the areas of: Additive Manufacturing and Rapid prototyping, Startup – talent attraction and support, Data Driven Transformation and Access to Finance and Design
- 2021-2022 Consultant for EY Italy, in charge of designing the social marketing activities to promote the Technical Division, build a case study machine to reference EY as top Tech company in the market, PR to position EY Tech on the technical press.
- 2020-2021 Consultant for Area Science Park. Redesign of the Marketing Communication and PR, redefining processes, tools, team collaboration and result measurement. The activity includes global communication strategy, online/web properties redesign, social media strategy, PR strategy and major event organization, top journalists management, President and GM support. On top of the previous activity, management of the Italian CES Startup Pavilion at Eureka Park, including PR, booth design and logistic, startup selection and training
- 2015 - 2019 Marketing Manager at Teorema Engineering Srl, one of the top Italian Microsoft Partners. In this role I completely redesigned the company image, managed the change from traditional System Integrator to Digital Advisor, founded the company startup accelerator TILT, designed the go to market for products and services.
I led, supporting Area Science Park, the first 3 official Italian missions at Eureka Park/CES (the consumer electronics show in Las Vegas) for the best Italian startups, with the patronage of the Italian Ministry of Economic Development (MISE). TILT in January 2018 was able to select 44 startups, 55 in 2019 and 2020, interfacing some of the major incubators and influencers in the Italian startup market, including: UniCredit Start Lab, B Heroes, e-Novia, Cariplo Factory, Italia Startup, Industrio, The Hive (just to mention some).
I managed all the phases of the mission, including booth design and preparation, startup selection, extensive press coverage (both national and international with over 280 pages of press review in 2018 and over 300 in 2019), and organized investors meeting (200 US investors)
In Teorema my main responsibilities were:
- Brand image redesign and positioning, including social media, web, blog and inbound marketing
 - Go to market and Product management (for both 3rd parties products and Teorema's
 - Launch and go to market for ON-Bot, Teorema's BOT solution
 - Budget Management, Analytics on performance, competition analysis
 - PR and Marcomm
 - Tilt and CES
- 2012 –2015 Co-founder and President of Buyonz Group Srl. The company works in the e-commerce and private sales business and was the owner of MyKidz.it, one of the first Italian Kids and Moms e-commerce sites sold to Banzai Spa.
- Managed Marketing and Communication
 - Drove Social marketing and PR
 - Run SEO/SEM activities
 - Overall business management
 - Opened 5 private sales store in Italy and 1 in New York, where I was business partner and worked to establish the company and set-up the store from the ground-up
- 1987-2012 Microsoft Italia
Since 1987 in Microsoft covering several positions, reporting both to the local subsidiary and to the EMEA headquarter.

October 2009 *Information Worker Business Unit Director*

In charge of the largest product marketing group in the Italian subsidiary, driving Office and Office Servers P&L (Office 2010, Exchange, Lync, SharePoint)

- Managed over 400M USD in revenues with 3M USD of marketing budget
- Drove a team of 6 PM and 15 Tech Specialists
- Defined Channel, Distributors, Telecom Companies, Retailers and Office Consumer go to markets
- Run Marketing and PR, product launches, i.e. Office 2010, Office 365 (Microsoft Cloud Productivity suite)
- Supported the major Enterprise Account contract engagements (i.e. FIAT, Telecom Italia, Carige)

2005 *Windows Client Business Unit Director*

In charge of both Business and Consumer Windows P&L

- Managed 200M USD in local revenues with up to 7M USD of marketing funds
- Drove a team of 6 PM and 5 Tech Specialists
- Defined hardware manufacturer marketing, Italian and international OEMs go to markets, channel engagement, retailers Windows and Windows PC, Windows Mobile promotion, and sales
- Run Marketing and PR and product launches, i.e. Windows XP, Media Center, Vista and Windows7

2003 *Small & Medium Business Marketing Director*

In charge of all the marketing activities on the channel partners, small and medium business customers, technical audiences

- Responsible for Small and Medium Businesses customer campaigns with a budget of 7.5M USD
- Defined Distributors and Channel marketing, partners go to market and offering
- Managed customer communication, licensing, pricing and antipiracy
- Italian Vice President for the Business software Alliance (BSA) for 2 years, managing the relationships with the major Intellectual Property Protection agencies (FIMI, FAPAV and American Chamber of Commerce)

2001 *MSN Marketing Director*

In charge of all the digital and traditional advertising and broad reach campaign to launch and position the MSN brand on the market

- Managed MSN Marketing Communication, including TV and Print advertising, MSN brand positioning (including MSN Messenger and Hotmail), trade marketing to advertising agencies and key customers
- Run Mass market events (i.e. SMAU, Future Show, Branding activities @ key consumer events)
- Promoted co-marketing with lead consumer brands (i.e. Dolma –M&Ms, Mars, RTL Radio)

1999 *Microsoft Press Southern Europe Business Development Manager*

In charge of MSP P&L, the relationship with the main technical editors in WE, coordinating the localization and distribution of Microsoft books in 5 countries.

1995 *Microsoft EMEA Education Marketing Manager*

In charge of defining, driving, and implementing the policies for Microsoft products and licensing to schools, universities, and research institutes across EMEA. In this role I won the President Award, recognition for the best employees in the company, given directly by Bill Gates and Steve Ballmer for having invented the Student License, main offer for students and now home users for Office, Windows, and Developers tools

1992 *Education Manager*

In charge of sales and marketing activities for the Education customers

1987 *Channel sales*

Basically launching Microsoft on the Italian channel, responsible for the Excellence Center program, driving all the sales and marketing activities on the PC partner ecosystem.

1986 - 1987 *Datalog srl*

Product marketing manager for CAD, Desk Top Publishing and Microsoft products

1983 - 1986 *Italware srl*

Sales Representative for Lombardy in this Software distribution company, part of the Fininvest group

1981 - 1983 *VIMA Srl – Concessionario Olivetti di Filiale*

Sales representative in this Olivetti agency

Recognitions and awards	June 2008 Top Subsidiary Win for Windows Consumer GTM May 2005, Windows Client Award for Windows Media Center\Launch Jan 2004, Windows Client Award for SBC – best revenue program December 2002 – Gold Star Award – for dedication and results July 2001 – MSN Italy – Best subsidiary WW May 1999 – Microsoft Press Sales Award July 1998 – Microsoft President Award
Curriculum Studiorum	High School: Science diploma, Liceo Scientifico Statale di Vimercate, 1979 Management and Technical courses: Kellogs, Goldman Cegos, SDA Bocconi
Other Relevant Activities	Guest lecturer at graduate (Computer Science) and post-graduate (Masters) courses, amongst which: “Windows and the PC Ecosystem” lecture, SDA Bocconi, Master in Economia Aziendale, Sistemi Informativi, (May, 2007), by invitation of Prof. Meregalli) “New Product Launches and Digital Marketing” lecture, Universita' Cattolica degli Studi, Master in New Media, (April 2009), by invitation of Prof. Maggioni) “Windows and Media Preservation” lecture, Politecnico di Milano, EU Directives and Cultural Heritage, (February 2004, March 2005, March 2006), by invitation of Prof. Ronchi)
Languages	
Native	Italian
Other	English: Fluent
Languages	French: Intermediate
IT Skills	Advanced knowledge on all Microsoft Desktop productivity platforms (Windows, Office, SharePoint, Exchange, Lync/Skype, Project, Visio, Teams), Microsoft Cloud services Good knowledge of Apple platform, including Lion and IOS Unix Basics, including Linux and Ubuntu
Digital Transformation Skills	Understanding of X-reality, Analytics, Big Data and AI, Blockchain, Gamification and other tech edge topics
Driving License	A and B driving licenses, Boat License
Hobbies	Technology (I tend to be an early adopter of all the tech stuff I can find), reading. I actively practice golf, kite surf, sailing and scuba diving.
References	Mark East, WW Education Senior Director at Microsoft Fabrizio Rovatti, General Manager Innovation Factory at Area Science Park

Autorizzo il trattamento dei miei dati

Codice in materia di protezione dei dati personali"

Segrate 11/08/2022

Fabrizio Albergati

