

LUCIO FURLANI

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CMO, General Manager, board member, senior advisor with experience in delivering business growth strategy, portfolio management, go-to-market optimization and digital transformation. Expertise gained with globally recognized organizations in B2B, High Tech, international markets.

WORK EXPERIENCE

Since May 2018 – Founder of Crescendo – Growth by Design - a boutique consulting firm on B2B growth, digital, marketing and go-to-market optimization.

Since December 2019 – Chairman of the Board Centro Servizi Courmayeur

Since January 2019 – Senior Advisor – The Long Term Partners – an OC&C Strategic Consulting Company

Other responsibilities include:

- Non-Executive Director, board member in few start-up companies
- Lecturer at Bocconi University, LIUC University and Hult International Business School
- Senior mentor at i3P Tech Incubator (Turin Polytechnic)

Nov 1994 - Nov 2018 Hewlett Packard Enterprise

Since May 2012 CMO EMEA

Member of the EMEA management board. Leading the company digital marketing transformation.

Results:

- Digital transformation of field marketing
- Complete rotation of the spending mix to digital, agency model, planning, performance management and skills realignment
- 10x increase in MKTG-generated revenue (from 1.2% to 12+% of regional sales target)
- Restructured Channel MKTG from staff function to a business growth engine. Designed an innovative, industry-first co-MKTG platform and agency model
- Drove HPE signature event (HPE Discover) to achieve 13,000 participants and generate 2+% of yearly revenue target
- Launched key value growth initiatives, like IoT, Edge Computing and Intelligent Spaces
- Marketing Talent Program and Digital MKTG Academy

2009 – May 2012 Hewlett Packard – Vice President Solutions & Industries Worldwide

Member of the WW Marketing Council. Defined the company-wide Solutions Portfolio and managed Industries Marketing WW. Until June 2011 also **VP Marketing and Strategy EMEA and VP Marketing Asia Pacific & Japan**

Results:

- Set the HP thought leadership agenda

- Management of Change (MoC) of the Sales and Marketing Solutions value chain
- Founded the “HP Sales University”, 200+ sales certified in solutions and industry selling the first 2 years
- Engineered a fully scalable Account Based Model for top 2,000 accounts
- Led the WW Events Function across all regions (~1,000 events/year)
- Extended EMEA growth strategy and best practices to Asia Pacific & Japan

2007 – 2009 Hewlett Packard – VP Strategy & Marketing EMEA

Member of the EMEA management board. Led regional business Growth Plan across all business units and countries in EMEA.

Results:

- Developed (organic and inorganic) growth plan which achieved 15% year over year revenue growth of a \$20B business
- Invented a unique “reverse engineered” methodology to drive mid-term growth initiatives with short-term objectives
- Restructured EMEA Marketing team. Achieved 40% saving in workforce costs, off-shore implementation (~20% of EMEA workforce), while growing market share and Marketing ROI in economic downturn

2004 – 07 HP - Worldwide Solutions Portfolio Director

2001-04 HP - Consulting Business Development Director EMEA

2000-01 HP - Sales Manager Internet Business Unit Europe

1994-99 HP - Digital Sender Division - Product and Alliance Manager

1989-94 Bull Consulting - Business Development & Project Manager

1987-89 Honeywell Information Systems – SW R&D Project Leader

EDUCATION:

- Leading a Professional Service Firm - Harvard Business School Boston
- Business-to-Business Marketing Strategy - Kellogg Business School, Chicago
- Building Market Focused Organization - Everest Consulting, San Francisco
- Master in Business Administration - SDA Bocconi University, Milan Italy
- Electronic Engineering degree - Polytechnic University, Milan Italy

Languages: English (fluent), Italian (mother language)

PERSONAL INTERESTS:

Climbing, skiing and mountaineering (member of the “4000s Club”), tennis, travel, architecture and art, design and wood work, gardening

REFERENCES: available upon request

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