

Luca Simonelli

Via Dei Sibillini, 23 62014 Petriolo MC

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## Curriculum Vitae

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Name	Luca Simonelli
Location	Italy
Nationality	Italian
Education	Master Degree in Computer Science, University of Milan, Italy
Languages	Italian, English



<https://www.linkedin.com/in/lSimonelli/>

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## Overview

I am a highly experienced Vice President with a proven track record in IT solutions, with more than 25 years leading dramatic growth in diverse and startup environments.

- Proven track record in driving revenue and profit growth across EMEA and turnaround operations
- Internationally experienced professional with clear sense of the complexities of international business operations, and the ability to work effectively within diverse cultures
- Key strength in building high performance team and success-based cultures
- Skilled at creating and sustaining strong relationships at all levels with customers, partners and team members
- Experienced and success in implementing and managing both direct and indirect selling models

## Career Summary

### VP EMEA, CATO NETWORKS – LONDON

February 2019 – Present

<https://www.catonetworks.com/company#section-management>



*Cato Networks is the world's first SASE platform, converging SD-WAN and network security into a global cloud service. Cato optimizes and secures application access for all users and locations. Cato replaces legacy security products and network services with an agile and secure global network that is ready for whatever's next.*

#### As 'VP of EMEA' my core responsibilities include:

- Geographical coverage: all of EMEA
- Drive revenue and market share growth across all sectors
- Manage P&L across Sales, Pre-Sales and Marketing, comprising of 25 people
- Devise and execute on competitive strategy
- Strengthen executive customer relationships and improve brand awareness

#### Major achievements include:

- Overachievement (120%) in FY'19
- 100% YoY in booking from FY'18 to FY'19
- Hired top talents in the UK, Germany, France and in the Nordics

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- Re-built the channel from the ground up
- Marque wins in across EMEA, opening up new markets



**CISCO SYSTEMS – LONDON (Acquisition of OpenDNS)**  
**June 2015 – January 2019**

*The Cisco Cloud Security division comprises the acquisitions of OpenDNS, Scansafe and Cloudlock. As networks become more decentralized and users connect directly to SaaS applications, security must also shift to the cloud. Cisco Umbrella is helping to address these changes and define a new category, the secure internet gateway (SIG). Cisco Umbrella is a cloud security platform that provides the first line of defense against threats on the internet.*

**As ‘Head of EMEAR Cisco Cloud Security’, my core responsibilities include:**

- Geographical coverage: all of EMEA including Russia
- Drive revenue and market share growth across all sectors
- Manage P&L across Sales, Pre-Sales and Marketing, comprising of 23 employees
- Devise and execute on competitive strategy, Emerging Market strategy, and aligning with the broader Cisco
- Strengthen executive customer relationships and improve SIG awareness

**Major achievements include:**

- Explosive growth from \$8m to \$94m in 2 years, leveraging the overlay model.
- 436% YoY in booking from FY’16 to FY’17 and 109% YoY from FY’17 to FY’18.
- Closed the largest deal ever in OpenDNS history, globally
- Hired top talented people in the UK, Italy and the Middle East
- Successfully merged and harmonised OpenDNS and Cloudlock teams
- Increased deal sizes, improved conversion rate, improved forecasting accuracy and hygiene in Salesforce dot com.
- Won the ‘Manager Excellence’ Award.

**LASTLINE, INC. – LONDON**  
**March 2012 – May 2015**



*Lastline, Inc. provides the best-in-class malware protection platform to detect and stop advanced persistent threats (APT), zero-day exploits, and evasive malware. The company was founded in 2011 by world-renowned security researchers and creators of Anubis and Wepawet – malware analysis tools used by thousands of security vendors, enterprises, and government agencies*

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*worldwide. The company is headquartered in Redwood City, California, with offices in North America, Europe and Asia Pacific*

**As ‘VP and GM of EMEA’ my core responsibilities included:**

- Geographical coverage: all of EMEA
- Overall general management of all business lines including corporate, staffing, and contracting
- Drive revenue and market share growth across all sectors
- Manage P&L across Sales, Pre-Sales, Marketing, Professional Services and Customer Services
- Implementation of competitive and effective Direct and Indirect go to market strategies
- Strengthen executive customer relationships and improve brand awareness

**Major achievements:**

- Established Operations in EMEA as first man on the ground
- Built a successful team of seven people
- Grow the booking from zero to four million in three years
- Worked along with the R&D team to adapt the product to the European market needs.
- Repeatedly won global 2000 customers
- Established partner presence in EMEA

**FORTINET, INC. ROME AND LONDON  
January 2004 –November 2011**



*From the start, the Fortinet vision has been to deliver broad, truly integrated, high-performance security across the IT infrastructure. Fortinet provides top-rated network and content security, as well as secure access products that share intelligence and work together to form a cooperative fabric. Fortinet unique security fabric combines Security Processors, an intuitive operating system, and applied threat intelligence to give customers proven security, exceptional performance, and better visibility and control--while providing easier administration.*

I joined *Fortinet* in *January 2004* as a Sales Rep for southern Italy. In *January 2005*, I was promoted to the role of *Country Manager for Italy*, and I then accepted responsibility for Southern Europe and Middle East in *January 2007*. In *2009*, I became *VP of EMEA* and I continued in the role until leaving the company in *November 2011*.

**As ‘VP EMEA’, my core responsibilities included:**

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- Geographical coverage: EMEA
- Managing a team of one hundred and twenty people across, Sales, Pre-Sales, Marketing, and Renewals
- Implementation of competitive and effective Indirect go to market strategies
- Drive revenue and market share growth across all sectors
- Strengthen executive customer relationships and improve brand awareness

### **Major achievements:**

- Turned around a business that has not performed in the UK for several years by driving cross functional teamwork, cultivating a winning attitude, and a customer centric mentality
- Grew order intake and revenue by more than 30% YoY for the past two years
- Managed a book of business of \$180M
- Hired and expanded the team across the region (120 people when I left) by attracting the best talents other than retained and motivated current staff
- Managed Sales Effectiveness and Territory management
- Managed relationships with over 40 Distributors and key strategic partners in EMEA
- Started the business in Italy from scratch in 2004, bringing the revenue to \$10M in 2 years representing around 10% of the global company revenue in 2005
- 28 consecutive quarterly overachievements
- Top Performer Award Qualified for President's Club in 2004, 2005, 2006, 2007 and 2008
- Closed the largest deal ever (+\$20M)

### **ATTACHMATE - ROME**

**April 1996 – December 2003**



*Attachmate Corporation is a software company which focuses on secure terminal emulation, legacy integration, and managed file transfer software. It is now a subsidiary of the British software company Micro Focus International*

I joined *Attachmate* in *April 1996* as a Consulting System Engineer for southern Italy. In January 1997, I accepted responsibility of a new BU coming from an acquisition of a French company called *Cirel*, based in *Bordeaux* as *BDM*. In *1999*, I became Country Manager for Italy for the broader *Attachmate*. In *2000*, I become Regional Director for Southern Europe and the Middle East and I continued in the role until leaving the company in December 2003.

**As ‘Regional Director Southern Europe and Middle East’, my core responsibilities included:**

- Geographical coverage: Italy, Spain, Portugal, Greece Turkey, Israel and the all Middle East
- Implementation of competitive and effective Direct and Indirect go to market strategies

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- Drive revenue and market share growth across all sectors
- Strengthen executive customer relationships and improve brand awareness

### **Major achievements:**

- Grew order intake and revenue by 70% in two years
- Developed partner programs in the areas of recruitment, marketing and promotion, and channel management
- Hiring and expanding the team (sixteen people when I left) across, Sales, Pre-Sales, Marketing
- Top Performer Award and Qualified for President's Club in 1998, 1990, 2000, 2001
- Successfully created brand awareness and won Top Accounts in the Telco space, Public Sector and Large Enterprise while BDM for Cirel

### **SOGEI SPA - ROME**



**May 1992 – March 1996**

*Sogei S.p.A. provides information technology (IT) services to the ministry of the economy and finance, and central government institutions in Italy and internationally. It provides networks and ICT services, such as disaster recovery and business continuity, accessibility and usability, security and privacy, and technical assistance; and taxation, finance, and accounting solutions in the area of electronic document transmission, and economic and tax expertise. In addition, it offers customs, public gaming, monitoring expenditure in the public sector, transversal, cartography, land registry, and geomatics solutions.*

### **As 'System Engineer and C++ SW Developer', my core responsibilities included:**

- Supporting the application development teams in their functions
- Designing ICT services including disaster recovery and business continuity
- Developing system middleware and open platforms (API) used by SW developers

### **Major achievements:**

- Developed the Open Access Database framework
- Developed from the ground up a Mainframe integration middleware
- Supported the design of IT architectures

## **Additional Training**

- Seven Habits of High Effective People

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- Speed of Trust
- Winning under pressure
- Smile Manager
- Team Leadership
- The role of the leadership in the professional relationship
- Active and proactive listening
- Target Account Selling
- Target Account Selling for Managers
- Customer Centric Selling for Managers
- Public speech
- Financial elements
- EVA Economic Value Added
- Balanced scorecard
- Effective negotiation