

Di Salvo Alessandro



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In a nutshell, what you will get from me...

- High level of energy and inspirational leadership
- Passion for business and Customer relationship
- High performing sales person, strongly motivated by achievement
- Strong drive to the results, playing effectively in a team within a networked organization (i.e. using several direct and functional reporting lines)
- Strategic and proactive drive to changes, even before the world starts changing
- A professional coach (under International Coaching Federation)



About me...

...in my professional life

My favourite motto is “organization is made by people first, then by roles and responsibilities!” and my favourite remark is “best way to predict the future is to invent it” (by Alan Kay).



...in my personal life

My favourite motto is “life is short, play more” and I like to live the “now”. When I’m not at work, I love to have fun with my family, do sports, dancing, practicing my coaching professional skills and always learning new things.

My values @ work are as follows:

- achievement through creativity
- management through empowerment
- respect through empathy
- renewal through challenge

CURRENT POSITION

VP Mobile Sales Strategy and Development, Americas

July 2019 - to date



Responsible for defining Mobile Networks Business Group strategy and lead new sales development in Americas region. Activities, without being exhaustive, include long range financial planning, strategic objectives definition and link to sales team incentives, building new solutions/products with Mobile Networks Business Group product management, engaging with Customers to deliver Nokia value proposition and originate new sales leads, driving key bids and offers for new technologies.

Leading a team of 5 FTE to accomplish the listed tasks and also supporting strategic sales cases with multiple Customers, from mobile/fixed/cable Operators to OTTs and large enterprises, an about \$3Bn yearly business.

PREVIOUS POSITIONS

Head of Radio and Core Network Sales, North America

December 2017 - June 2019



Main responsibility was to lead Radio and Core Network Sales Solution Managers regional team. Main tasks covered North America region sales management functions, implementation of Mobile Network Business Group sales strategy in the region, Customers' requirements prioritization and management of regional sales programs. Leading a team of 19 FTE, supporting multiple Customers, from mobile/fixed/cable Operators to OTTs and large enterprises, a nearly \$3Bn yearly business.

Head of Mobile Network Sales, AT&T CBT

April 2015 - November 2017



Main responsibility was to steer Nokia mobile network business with AT&T, proactively promoting business solutions including technology and products, identifying and qualifying opportunities and customer requirements. The job required strict co-operation with AT&T Customer Business Team (CBT) and key business group decision makers to make sure offered products would satisfy AT&T requirements. The job also required co-ordination of Solution Sales Managers assigned to CBT team.

Main Responsibility Area:

- Responsible for Customer Business Team (CBT) deal margin, supporting the sales organization to meet market share targets and accountable for sales support resources;
- Drive Commercial strategy, competitive pricing, smart tendering etc. in line with Nokia portfolio;
- Improve deal quality, deal qualification, hit rates, rejection rates, market share and profitability;
- Governance management and improvement of the Sales Process across the CBT.

Head of Radio Sales, South Europe Region

November 2013 - April 2015



Main responsibility was to steer the mobile broadband business strategy implementation across South and East Europe Region, from Portugal to Turkey and from Czech Republic to Israel, as well covering Central Asian countries (CIS) and few Brazilian affiliates (Oi & TIM Brasil). The job includes the co-ordination of Solution Sales Managers teams assigned to the Region.

Key achievements over the period:

- **increasing market share** in Central Asia, with key radio entry in Kazakhstan
- **increasing funnel size**, opening new business opportunities in Turkey and Central Asia
- **expanding business** in Israel, **winning LTE technology deal** with one of the key Operators

WORK HISTORY

Head of Go-to-Market, Liquid Applications

April 2012 – November 2013



As part of Business Unit Mobile Broadband, Liquid Applications team aimed at developing early market for a disruptive innovation in the telecom industry, building a highly distributed private cloud into a mobile network, bringing computing power at the radio edge, in proximity of end user.

Main responsibility was to create a Go-to-Market strategy, selecting early engagements with Operators and Partners, as well as building proper pricing structure, new business model and an early sales process (from pre-funnel to demand plan, competence transfer and product requirements).

Over the period, major achievements were as follows:

- 115.7% of variable pay, before Business Result Multiplier (BRM=145%)
- Successful launch of Liquid Applications at MWC13, with demo resulted as the most visited and voted
- 1 public reference for MWC13 event (SK Telecom, Korea) and 7 committed trials

Head of South Europe Sales

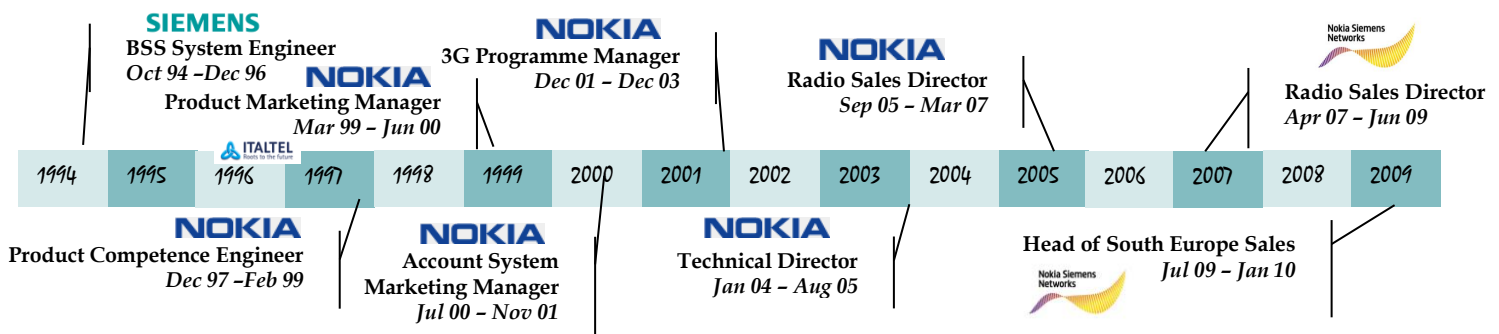
Jan 2010 – Mar 2012



From Viana do Castelo in Portugal to Eilat in Israel, primary responsibility was to drive Network Systems sales and profitability, building a technology leadership image (until July 2011). In 2011 and 2012 the job was also to drive Global Services sales and profitability in the same Region, with a nearly 750M€ services revenues per year.

Major achievements during the period:

- Gross Margin turnaround, after 3 consecutive quarters of decline, with a +63% increase over previous period (H1 11) and a +35% increase over same period previous year (H2 10)
- SW sales share (i.e. SW sales / Net sales) increase of 1% over H1 11 and 1.5% over H2 10
- SW Maintenance increase of 8% during the period (i.e. from August forecast to December actual)
- Good OPEX control, pre-sales budget in particular, with a spent within a low budget, while still delivering excellent financial results
- Top 3 radio modernizations won, with an overall 600M€ value over 3 years;
- 4 times awarded the “Deal of the Month” competition, plus two other cases mentioned without the praise
- 4 new Customer acquisitions in Albania, Spain, Israel and Malta
- Major Packet Networks business growth, with a +20% of yearly sales in a six month period
- Expansion in Tier 1 Customers with new technology entries
- Hall of Fame nomination in Q3 2010
- Nominated as Talent and enrolled into a Global Talent Development Program
- Excellent press coverage on technology topics like smartphones, smart cities, energy solutions, LiquidNet concept, etc.
- Good track record of incentives achievement, as per following graph (where 100% threshold represent the target achievement):



EDUCATION

University: Master's Degree in Electronics Engineering (Mark: 92/100)

Institute and Date of Degree: 'Politecnico di Milano' 1993, 22nd February

Tutor of Thesis: Prof. Sandro Bellini

Other: Electronics Engineering Qualifying examination in 1994 (Mark: 92/100)

Languages: Italian (native speaker)
English (fluent)
Spanish (intermediate)
Portuguese (basic)

PERSONAL DATA

Nationality: Italy

Age: 50

Date/Place of Birth: Jan 10th, 1969
Erice (TP) - Italy

Marital Status: Married (with 3 kids)

COMPENSATION

Wage (total target cash): Base pay + variable pay (70-30 split)

Max incentives: Up to additional 82% of base pay

Benefits: Mobile phone/SIM, laptop, health/dental/vision/AD&D insurances, credit card, 401k, additional pension plan

Others: Participation to long term incentive plan (shares)

COURSES

"Master in Corporate and Business Coaching" (ICF ACTP - 2012)

"Media Training" (Nokia Siemens Networks - 2009)

"Solution selling" (Nokia Siemens Networks - 2007)

"Financial Seminar for Senior Managers" (London Business School - 2006)

"Connector" (Nokia - 2004)

"Media Communication" (Nokia - 2002)

"Strategic Purchasing" (Nokia - 2002)

"Trade Finance" (Nokia - 2001)

"Finance & Control: Advanced" (Nokia - 2001)

"Finance & Control: Basic" (Nokia - 2001)

"How to develop a corporate strategy" (Nokia - 2000)

"Management Skills: Developer" (Nokia - 2000)

"Power Based Selling" (Nokia - 2000)

"Professional Selling Skill" (IBM Business School - 2000)

"Effective Customer Negotiation" (Nokia - 2000)

"Bid Management" (Nokia - 2000)

"UMTS System" (Nokia - 1999)

"GPRS Course" (Nokia - 1999)

"Intelligent Network System" (Nokia - 1999)

"Network Switching Subsystem" (Nokia - 1999)

"Network Management System Applications" (Nokia - 1998)

"Cellular Transmission Systems" (Nokia - 1998)

"BTS Commissioning" (Nokia - 1998)

"DX System Operation & Maintenance" (Nokia - 1998)

"GSM System Training" (Nokia - 1998)

"GSM system - Radio transmission" (Italtel - 1997)

"SDL language" (Italtel - 1997)

"Telecom networks - Traffic theory" (Italtel - 1996)