Nino Guarnacci

Lead Solution Engineer

Contact

Linkedin.com / ninoguarnacci

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Marketing & Communication
University of Urbino Carlo Bo
1996-2000

Economic Technical School
ITE Libero de Libero
1990-1995

Expertise

Communication & Presentation skills, from C-level management to developers

Strong and proven expertise in Enterprise Architectures

Ability to analyze and evaluate customer's business and technical needs
.
Deep knowledge of digital transformation drivers related to Cloud Application Services

Profile

Helping customers to re-draw their Business with the Innovative Salesforce Customer Success Platform. He has been participating at many different developer and solution communities on many different topics and currently developing the Italian Salesforce Community. He has deep expertise in leading cross-functional teams to develop and execute strategy, planning and execution of content, marketing events and programs. Prior to that he led technical teams on many different projects using several enterprise technologies standardizing the approach and translating it for different markets: Transportation, Manufacturing, Utilities & Public. An author for many technical digital news community sites on different technology topics: JEE,EAI,SOA,Cloud,Mobile,IoT. He also teaches for different master courses like Big Data for Luiss (Libera Università Internazionale degli Studi Sociali "Guido Carli), Digital Transformation for La Sapienza (University of Rome), Management 4.0 & Digital Transformation for Sole24Ore and he is an active member of Federmeccanica on the

Task Force for the Industry 4.0, he has designed and led the development of the institutional portal "Ricomincio da 4" (https://ricomincioda4.fondirigenti.it/) . In his free time also IoT Startupper (http:/smartarancio.com) - Book writer "La Fabbrica Connessa" (#7 Amazon Best Seller) , globetrotter and passionate photographer of Auroras Borealis.

Professional Experience

Lead Solution Engineer Core
Salesforce.com / Italy / 2017 - Present

Day-by-day mission helping customers to succeed through their digital transformation journey using a deep expertise on processes and technologies related to CRM context for Sales, Service and Analytics:

- Direct responsibility to develop the Utilities, Transportation and Public market for Enterprise targets.
- Strategic Accounting for ENEL Global, Trenitalia and Alitalia, developing marketing initiatives, discovery opportunities, building prototypes and inspirational innovative demos.
- Creation and development of the first Italian Salesforce Community, trying to stimulate the ecosystem, leverage the aggregation, foster growth of DUGs, evangelize the Salesforce Technologies with main attention on: Heroku PaaS, Einstein AI Products, IoT & Mobile.
- Branding awareness through initiatives: Technical Speaker for conferences, Hackathon Organizer & Mentor, Write business & technical articles for blogs and magazines.

IoT & Mobile Cloud Principal Sales Consultant
Oracle / Italy / 2011 - 2016

At the head of the offering "Internet of Things and Mobile First" for Oracle Italy. Focus Point between the PM Development and Local Sales with responsibility to identifying and developing specific markets and use-cases in these areas:

- Discovery and positioning activities starting from recognized use-cases or identifying possible areas of development for specific markets or large customers.
- Implementations of PoC using either IoT Cloud technologies and Mobile Cloud technologies as well business development "enabling" technologies such BigData, Machine Learning and Stream Analysis.

Deep Dive Enterprise Architecture Technologies Knowledge

Business Development & Discovery Insights

Key Drivers for Cloud Adoption: SaaS, PaaS and IaaS

Mobile and IoT Cloud Architecture Definition and Implementation

Machine Learning & BigData Analysis

Oracle and Salesforce Cloud solutions Certified+

Book "La Fabbrica Connessa"
#7 Amazon Best Seller

Industry 4.0 Task-Force
Federmeccanica / Confindustria

Master University Trainer
Luiss Business School
Il Sole24 Business School
Università La Sapienza

IoT & Mobile Cloud Champion
Oracle / 2014-15

Book Writer

Runner and Drummer

Tech. Conference Speaker & Hackathon Mentor

Nature & Urban Photographer

Smart Agriculture Development

Professional Experience (Continued)

- Partners ecosystem development through training and coaching, during their proposition and implementation phases. Many activities of Marketing Fan-Out through national and international institutional events and University Education.
- Develop Technical Community delivering content and value to support and stimulate the wider adoption of Oracle Middleware.

Consultant Technical Architect
Oracle EMEA / EMEA / 2008 - 2010

- Member of "SOA/E20 Thought Leadership & Solutions Board" in order to support the growth of the WE SOA/E20 Service Lines.
- Enterprise design and development Enterprise projects based on different technologies and architectures (Portals, EAI, MQ, IMS SIP).
- Technical consultant on definition and implementation of business processes through technological tools of business process management (BPM), using standardized modeling techniques (BPMN) and technology implementation (BPEL BAM). Among the various successful projects: active participation as Architect in the first implementation of BPM in a prestigious Swiss bank "Credit Suisse" honored with an Award by Gartner.

Business Consultant Principal
BEA Systems / Italy / 2005 - 2007

- Involved in several activities of mentoring on BEA Systems products: JRockit , WebLogic, Integration, Portals.
- Identifying, characterizing and influencing new projects and opportunities based on Java technology.
- Developing and maintaining trusted advisor relationships with customer technology staff and management within their technical community.

Enterprise Technologies Trainer - Reiss Romoli Business School
TelecomItalia / Italy / 2004 - 2005

- Course instructor on Java technologies and java enterprise for the certification "Sun Certified Enterprise Architect (SCEA)" addressed to company management TelecomItalia.
- Course instructor on Service Oriented Architecture technologies for the certification "Sun Web Services Architect (SWSA)" addressed to medium

References

Corrado La Forgia
Industrial Director & AD
Bosch VHIT

Daniele Lunetta
Direzione Generale S. Informativi
Ministero del Lavoro

Head of Strategy & Portfolio
Nokia Global

Head Software Architecture
Poste Italiane