

Curriculum Vitae

Contact information

First name(s) / Surname(s) **Marco Torrisi**

Address(es)

Personal information

Gender Male

Education and training

Dates Gen 2018 -now

Job Title **Principal Solution Engineer**

Organisation Salesforce

Main Task Cloud Technology and Digital Marketing Evangelist
Cloud Solution Engineer, helping customers transforming their business with the Salesforce Platform.
CRM Solutions Specialist (Sales, Service, Marketing, Analytics, Platform, Artificial Intelligence, eCommerce and IoT)
10 years+ experience gained both in SaaS (Software as a Service) and on premise solutions in different markets (Automotive, Retail, Manufacturing, CPG, Transportation, Utilities, Public & Transportation).
Deep Experience in Conflict Management, Problem Solving and Negotiation
CxO level discussions experience and speaker role in public and corporate events (Marketing Events, Academic, Masters, Corporate Conferences such as Dreamforce, Basecamp, Local Italian Events)

Achievements Industry focus on Automotive, Manufacturing, Utilities, Public Sector, Travel & Transportation.
Has contributed in the past 3 years many Italy Strategic Accounts (FCA, ENEL, DUCATI, Volkswagen Group, ACEA, ENI, Telepass, Ministry of Agriculture, GEDI Group, Findus, etc) to adopt a Cloud Approach and deploy the Salesforce Platform
Public Speaking Events on CRM, Digital Marketing, BigData and IOT topics

Dates Nov 2014 - Dec 2017

Job Title **Lead Solution Engineer**

Organisation Salesforce

Main Task	<p>Presenting and articulating business value of the Salesforce cloud-based application suite and platform to managers and executives of all levels. Running discovery sessions and workshops with business users to define, create and implement solution prototypes and pilots, and then manage those pilots through their inception to completion. Management of multiple customer engagements concurrently demonstrating a working knowledge of how to integrate cloud applications to existing business applications. Delivery of Proof of Concepts (POC) and Proof of Technologies (POT) with many European Customers</p>
Achievements	<p>Has contributed to the 5x growth of Salesforce in Italy supporting many Strategic Accounts (FCA Fiat Chrysler Automobiles, ENEL, Volkswagen Italia, Trenitalia, DUCATI, ACEA, GEDI (Gruppo Espresso), Ministry of Agriculture, etc)</p>
Dates	2008-2014
Job Title	Senior Technical Pre Sales
Organisation	IBM
Main Task	<p>Technical Pre Sales delivering IBM Software Solutions. IBM Trainer & Evangelist (Marketing, Business Architecture, Enterprise Architecture) Certified Instructor of the CEA Enterprise Architecture Courses IBM Europe Trainer for Defense Architecture Framework (NAF, DODAF, MODAF) Tech Sales experience with Enterprise Architecture , BPMN,UML Solutions</p>
Achievements	<p>Has assisted numerous Blue Chip companies mainly in Italy but also in the UK, and other EMEA, to understand, implement and manage project of Enterprise Architecture, Asset Management and IT Applications mapping based on IBM Solutions. Experience as Enterprise Architect gained across all industry sectors from Aerospace, Government, Defense, Telco, Utility, Oil, Security, public bodies and private industry /commerce.</p>
Dates	2007-2008
Job Title	Field Application Engineer
Organisation	Telelogic Italia
Main Task	<p>Enterprise Architecture Technical Specialist Presales of EA Tools Business Process Modeling Notation (BPMN) Consultant</p>
Achievements	<p>Contributed on boosting Telelogic Software earnings by 40% in 2007/2008 years Earned TOGAF 9 Certification (The Open Group Architecture Framework)</p>
Dates	2006-2007
Job Title	Global Trainee
Organisation	Telelogic United Kingdom
Main Task	<p>Enterprise Architecture Certification with Carnegie Mellon University Consultant for Telelogic Software Solutions</p>
Achievements	<p>Consultancy Experiences with Several UK Customers on EA and Business Processes Earned Carnegie Mellon Enterprise Architecture Certification</p>
Education	
Title of qualification awarded	Master Degree in Electronic Engineering
Name of organisation providing education	University of Catania (Italy)
Level in national or international classification	110/110 Italia Marks

Title of qualification awarded	Erasmus Project Completion Business Management Engineering				
Name of organisation providing education	University of Twente (Netherlands)				
Certifications and Accreditations	Certified Salesforce Advanced Administrator Certified Salesforce App Builder Certified Sales Cloud Consultant Marketing Cloud Blackbelt Certified Open Group Master IT Specialist (IBM Expert Certification Level 2) Certified Open Group IT Specialist (IBM Foundation Certification Level 1) TOGAF 9 Certification (The Open Group Architecture Framework)				
Technical skills and competences	Sales Planning Digital Marketing CRM Implementation SAAS, PAAS Full Enterprise lifecycle experience, (stakeholder requirements/implementation) Enterprise Architecture: Definition, Strategy, Implementation, Assurance Enterprise Asset Management (Rational Asset Manager) Business Process Analysis (BPA) Expert				
Professional Memberships	Open Group Member Since 2007 Member of EAA (Enterprise Architecture Association) since 2008 Certified Open Group Master IT Specialist (Open CITS) since 2011				
Personal skills and competences					
Mother tongue(s)	Italian				
Other language(s)					
Self-assessment	Understanding		Speaking		Writing
<i>Level</i>	<i>Listening</i>	<i>Reading</i>	<i>Spoken interaction</i>	<i>Spoken production</i>	
English	Very Good	Very Good	Very Good	Very Good	Very Good
French	Good	Very Good	Good	Good	Basic
Spanish	Very Good	Very Good	Good	Good	Basic
Other skills and competences	Good Presentation and Communication Skills				
Voluntary Experiences	Medici Senza Frontiere (Doctor Without Borders) Chicco di Senape, Casa di Accoglienza Fondazione Archè				
Driving licence	European Driving License Categories A (Motorbikes) B (Cars)				
Additional information	Linkedin Account : http://www.linkedin.com/in/marcotorrisi				