

Nicolo Alaimo

SENIOR SALES & BUSINESS MANAGEMENT EXECUTIVE

A successful senior sales and business management executive with strong leadership capabilities and extensive worldwide experience in sales, marketing and services. Proven record of solution sales and business management execution covering a wide range of products and services.

Extremely successful in defining and executing go-to market strategy to bring aggressive growth to software, servers, storage and services, managing multi-million dollar business, gaining market share and displacing competitors.

Developed and executed worldwide field enablement plans for a US\$ 4 Billion software business with over 4000 field sales employees.

Strategic Business, Market & Sales Planning
People Development & Sales Enablement
Team Building and M&A's Integration
Development CXO Relationships

Revitalizing Sales Force Organizations
Business Growth in Emerging Markets
Strategic Alliances & Channel
P&L Management

- Focused on increasing sales productivity by improving available assets and tools, enhancing sales competency and expanding sales skills
- Demonstrated ability to create and execute effective sales and marketing plans to profitably increase revenue and gain market share
- Comprehensive knowledge of multi-country management, organizational development, coaching, team building and team integration
- Proven ability to work with Customers, Reseller channels, ISV's and Systems integrators to maximize company's revenue and growth
- Knowledge of the Professional Services and Support business; management experience in both areas

Professional Experience

SALES OUTCOMES LLC, Miami, FL

Sales Strategy & Enablement Practice Principal - (March 2016 to present)

At Sales Outcomes, I lead the Sales Management and Enablement Practice. Our practice specialties include salesforce.com deployment and adoption; marketing and sales strategy and planning; sales productivity and coaching; marketing and sales operations; go-to-market training; sales compensation and incentive design and organization structure and design

HEWLET PACKARD, Miami, FL

20+ Years

Vice-President Global Field Enablement, HP Software Field Organization
(2012–2015)

Defined and deployed WW Field Enablement strategy consisting of: training programs, sales techniques and tools that increased the productivity and empowered HP Software Global sales and pre-sales teams. Managed and coordinated interactions with sales, product and field marketing, Learning and Development, operations and other teams to understand customer needs, collaborate on the vision and story, and deliver excellent training as measured by the impact it brings to the business..

- Grew sales productivity 10% YoY by implementing role based training
- Created and deployed a new WW sales Onboarding program to reflect real situational sales and increase time to quota for new Sales Reps
- Established shared services team to deliver on proposal tools, portal repository, certification programs and scorecard and key metrics to measure field enablement impact on business

- Achieved over 90% of field population trained and increased sales productivity year-over-year
- Delivered over 20% yearly increase in access to portal information by simplifying access to Sales Portal, creating single repository site for the field and introducing mobile platform access to all information

Vice-President and Sales Manager of HP Software Business, Latin America Region (2003–2012)

Led HP Software business in the Latin America Region. Managed all aspects of the business with key focus on sales and P&L management.

- Increased revenue of Software business in the region from US\$ 20M to over US\$ 180M representing a CAGR of almost 28% per year.
- Re-structured Professional Services team in the Region increasing sales by more than 30% and improving profit margins by 25%
- Gained market share for Software Management Solutions in most major markets in Latin America, (Mexico, Brazil, Colombia, Argentina, and Chile).
- Integrated Sales, Marketing and Services teams coming from M&A's: Peregrine & Mercury.
- Increased team solution selling abilities and coverage by focusing on enabling and properly training the sales force.

Director of Sales and Operations for Computer Systems, Latin America Region (1999–2002)

Managed sales and marketing teams for Servers and Storage business with revenue of over US\$ 400M in Latin America.

- Delivered over 100% of goals every year.
- Increased market share in most countries in Latin America by creating and implementing a consultative solution-selling model that leveraged servers, storage and professional services to solve specific customer problems

Additional Experience in HP:

Latin American Director of Marketing and Alliances, Miami, FL

Brazil Country-Marketing Manager, Sao Paulo, Brazil

Business Development Manager, Palo Alto, CA

Other activities: Mentor to MBA Students at the University of Miami since 2007

Education

University of Miami, Coral Gables, Florida

Master of Business Administration in Corporate Finance

University of Miami Coral Gables, Florida

Master of Science in Professional Management

California State University Sacramento, California

Bachelor of Science in Electrical and Electronic Engineering

Languages

Fluent in English, Spanish, Portuguese and Italian