



# Roberto Brazzola

MBA Henley Management College

Sunnehofweg 7, 8605 Gutenswil, Switzerland

Mobile +41 (79) 400 90 80

[roberto.brazzola@bluewin.ch](mailto:roberto.brazzola@bluewin.ch)

[robertobrazzola.com](http://robertobrazzola.com)

[in linkedin.com/in/roberto-brazzola](https://www.linkedin.com/in/roberto-brazzola)

## Areas of expertise

- Sales Leadership
- Business Development
- Sales Strategy Definition and Implementation
- Financial Analytics & Reporting
- Services and Business Consulting
- Working in international, multicultural environments
- Team Leadership
- Coaching and Mentoring
- Lean Start-up experience
- Agile Project Management

## Personal skills

- Result driven entrepreneurial attitude
- Consultative mindset
- Relationship Management
- Leading and coaching teams
- Analytical thinking
- Strong communications & presentation skills
- Self-motivated, optimistic professional

## Education

- **Master in Business Administration (MBA)**  
Henley Management College, United Kingdom, 2006
- **Studies in Economics and Computer Science**  
University of Zurich, Switzerland, 1988
- **General Qualification for University**  
Kollegium "Spiritus Sanctus" Brig, Switzerland, 1984

## Senior Sales & Operations Leader with certified consulting background

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Passionate and successful **sales and operations leader with a strong IT background**, experienced in all aspects of **international sales leadership** with repeated achievements guiding **business development** programs to drive sustainable growth in line with strategic plans and **reach business objectives**.

Highly adaptable professional, known for **building and developing high-performing and diverse teams** in **multicultural environments**, identifying, and leveraging individual strengths and leading by example.

## Professional experience

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### Indeed

#### International Sales Manager

09/2022 - present

#### Correntics

(Start-up offering climate related supply chain risk analytics software using AI and advanced data analytics)

#### Sales Strategy and Business Development Consultant

10/2021 – 08/2022

Developed and drove the B2B sales pipeline and contributed to a significant financing round.

#### IBM

08/1995 – 04/2021

#### Sales Management and Operations Leader

EMEA Large Accounts, Consulting, Software

09/2007 – 04/2021

#### Sales Management Leader and Trusted Advisor of senior EMEA General Managers

contributing to **strategic sales directions, running sales cadences and reviews**, developing data analytics-based recommendations, tracking actions and sales initiatives, and supervising offshore teams of sales controllers. Redesign and implementation of European management system including business analytics, reporting processes and tools.

#### Key achievements:

- Contributed to strong **signings over achievement by 12% (478M\$) in Global Business Services Unit in 2020** driving and tracking sales initiatives for deals <10\$M.
- **Successfully transformed sales operations team** in Switzerland and EMEA Cloud business unit, offshoring support of 35 headcounts to India, raising stakeholder NPS and quality of services through improved communication and coaching.
- Led **operational excellence** projects redesigning management system, processes, and reporting for Europe. Newly implemented EMEA KPIs to improve business insights were adopted globally.

## Certificates / Badges

- [Consulting Profession Certification](#)
- [Education Insights & Solutions](#)

## Languages

- **German** Native
- **Italian** Native
- **English** Fluent
- **French** Fluent

## Personal information

- Flexibility to travel when needed
- married three children
- Swiss Citizen
- Swiss Army - Intelligence Officer  
Major out of duty since 2004
- Born on 24<sup>th</sup> November 1963

## Publications

- **“The Disposition of IBM Business Consulting Services in Switzerland to generate business from IBM’s Innovation Programs.”**, MBA Dissertation, Henley Management College, 2006.
- **E-Learning as competitive advantage in IBM**  
alma - Alumni Magazin der Uni St. Gallen, 2005
- **Learning only in the Cyberspace is not enough** Handelszeitung, 2003

## Associate Partner (Consulting Manager)

Global Business Services Switzerland and DACH

01/2003 – 08/2007

Led the **Learning & Development practice** of **IBM’s Consulting unit** with business and sales responsibility of 20M\$ revenue for Germany, Switzerland, and Austria with 5 direct reporting managers and 120 consultants.

### Key achievements:

- Successfully drove the **integration** of **PriceWaterhouseCoopers Consulting** into the newly founded Consulting organization of IBM Global Services.
- Sold and implemented the **first multimillion e-Learning deal in public sector in Austria** and the first learning platform to the most renowned business university in Switzerland.
- Worked in a **global project to define a new global sales strategy** at **IBM headquarters** in New York.

## Learning Services Manager, Education Specialist, and Instructor

Switzerland and DACH

08/1995 – 12/2002

After two years as UNIX instructor, **promotion to Manager** of IBM Learning Services accountable for sales and education delivery in Switzerland, followed by the first international role covering **complex learning and development engagements in DACH**.

### Key achievements:

- **Negotiated and managed a cooperation with the largest telecom company in Switzerland** to start a jointly owned education company.
- Introduced e-learning offerings as **business developer in DACH** and successfully sold and implemented the first engagements for several large accounts.

## Eureco SRL

(Company recycling computer printing material in Bergamo, Italy)

### Owner and Managing Director

07/1993 – 07/1995

Foundation and management of the company until sell-off.

## Self-employed Instructor

Various companies (Unisys, SPC, SCO, IBM)

11/1989 – 06/1993

UNIX and PC software instructor for different companies and education providers in Switzerland and abroad.