



Gianfranco Luigi Lammoglia

Executive

Via G. Di Vittorio, 30

20090 Buccinasco

Milan - ITALY

✉ glammogl@tiscalinet.it

☎ +39 335 6063329

My Online CV: www.doyoubuzz.com/gianfranco-lammoglia

Professional and Personal Profile

For the past 15 years, till 2013, I have been a Corporate Executive in an American multinational company where I have developed skills in various areas, including sales, marketing, human resources development and process management. Initially responsible for Italy, then taking additional responsibility for Spain, Portugal and Greece. I am very curious, determined and people and relationships oriented. I have a team building approach, which is characterized by a strong sense of belonging and individual motivation. As a result, I have been selected to be part of a Lean Six Sigma Black Belt programme for analysis, optimization and linearization of business processes.

I am a strong supporter of Inspirational Leadership and always looking for continuous improvement. As a result of my computer science knowledge, I have a systematic and rationale approach and a visionary management style. I believe I have the experience and enthusiasm required to undertake the role as a highly effective Manager in large or medium-sized enterprises.

Professional Experience

Service Line of Business Director - Italy, Spain, Portugal, Greece

Xerox – 2010 - 2013

- ▶ Launch of the new services added value portfolio within the Business Unit
- ▶ Achieving the sales result of \$13M for the four pilot countries through the management of eight people
- ▶ Definition, validation and implementation of the new business plan proposal relating to service independent partners and obtaining a better service to customers and an increase in business for partners
- ▶ Protection of recurring annuity revenue addressing a total value of \$260M in relation to the four southern European countries through the renewal of the commercial coverage's model

PR, Brand, Corporate Identity and Internal Communication Director

Xerox – 2005 - 2009

- ▶ Head of Public Relations and Brand, reporting directly to the Managing Director
- ▶ Launch of a new brand, inspiring redefinition and character of the new brand
- ▶ Management of all sales and marketing initiatives and campaigns related to the brand reputation
- ▶ Managing the consistency and coherence of brand reputation in relation to customer events, press releases, intranet / extranet design and showroom implementation
- ▶ Full management Xerox Ducati Superbike World Championships sponsorship from 2005 to 2009 in a shaping reputation and brand experience perspective

Lean Six Sigma Black Belt Certified - LSS Deployment Manager

Xerox – 2003 - 2009

- ▶ Achievement of Lean Six Sigma Black Belt certification issued by George Group Inc. and the CEO of Xerox Corporation with special assignment to ambassador's role for the new pervasive working model (Twww - The Way We Work)
- ▶ Launch of the methodology at European level as a result of a 5 weeks training programme
- ▶ Realization of \$ 1.5M economic profit in Italy through the implementation of two projects within Customer Service
- ▶ Management training, counselling and coaching of Green Belts identified and assigned to the two key projects
- ▶ Appointment as Lean Six Sigma Deployment Manager for Italy, Spain, Portugal and Greece reporting directly to the Entity GM

Marketing Solution Director and General Management

Xerox - 2000 - 2003

- ▶ Responsible for leading and coordinating a line of business related to new document services named BI-DC & SI (Business Innovation - Document Consultancy and System Integration)
- ▶ Achieving the turnover results of €18M through the management of a team of eight consultants and fifteen document analysts
- ▶ Since 2002, fully responsible of the Profit & Loss with a final 10 point improvement in Business Service Innovation margins and the relevant index ROS (Return on Sales)

Education & Learning Director - Italy, Spain, Portugal, Greece

Xerox – 1995 - 1999

- ▶ Appointment to the role of Training Manager for the Italian operating company (6000 man / days / year) and managing a team of nine people including eight trainers
- ▶ Director of XEROX BUSINESS SCHOOL located in Salsomaggiore Terme (Parma), planning and implementation of all training initiatives related to the development of knowledge, skills and behaviours for all XEROX staff
- ▶ Presence in the classroom as a trainer for sales oriented training, such as Strategic and Consultative Selling based on the logic of the XEROX market strategy and positioning
- ▶ Appointment as Executive in 1997 in the role of Education & Learning Director for Southern Europe and implementation of the Distance Learning model and skills mapping for Italy, Spain, Portugal and Greece

Sales Manager, Salesman

Xerox – 1988 - 1994

- ▶ Salesman in the System and Network
- ▶ Customer acquisition from scratch for the Joint Research ISPRA (formerly EURATOM) planning and implementing actions and strategies in collaboration with the Rank Xerox Ltd colleagues in the Global Account Management team
- ▶ Sales Manager in 1990 leading and managing a sales team of ten salesman and two pre-sales analysts with a product portfolio of copiers, laser printers, fax machines, workstations and related software applications
- ▶ Achievement of the annual turnover of 14 billion liras

Software Specialist

1983 - 1987 Rank Xerox, european joint venture between Rank Organization and Xerox – subsequently merged with Xerox

- ▶ Analyst sales support and implementation of feasibility studies and offers for the different types of customers (key accounts, major accounts and standard commercial)
- ▶ Management of relationships with universities, research centres and large industries and realization of seminars, presentations and training courses in relation to Xerox solutions
- ▶ Appointment as Project Manager for Artificial Intelligence for the Polytechnic of Milan

Software Designer

1981 - 1983 GTE Corporation, American multinational, active in telephone exchange development

- ▶ Software engineer at G.T.E. Telecommunications S.p.A. working in development of a digital telephone exchange packet-switched network

Programmer Analyst

1978 - 1980 Mida Edp, Software House active in the design of management software packages

- ▶ Programmer analyst and later at the MIDA EDP S.r.l.
Continuing to work part-time in 1980 during military service, based in the military district of Monza

Certifications

Lean Six Sigma Certified Black Belt

- ▶ George Group Consulting - Xerox Corporation
- Stamford - USA
- 2005

Courses

- ▶ Xerox - XL 2005 Executive Programme
- London
- 1997
- ▶ Xerox - Finance for Managers
- London
- 1997
- ▶ SDA Bocconi - Managing Business, People and Processes
- Milano
- 1998
- ▶ Xerox - Sales Management Process
- Madrid
- 1999
- ▶ Insead - Insead Development Programme
- Fontainebleau
- 2000
- ▶ Xerox - Hyper Competition: Strategic and Consultative Selling
- Rochester - USA
- 2001
- ▶ ISTUD - Developing High Potential: Personalized Counselling
- Milano
- 2003
- ▶ Xerox - Change Management
- Paris
- 2005

Education

School of Economics: degree in Management Accounting

Bicocca University, Milan - Final Grade: 110L /110

2013 - 2016

Computer Expert - ITIS G. Feltrinelli, Milano

1974 - 1978

Languages

- ▶ English full professional proficiency

Personal Details

- ▶ Born in Milan on March 19th, 1959
- ▶ Married with two children

“I authorize the treatment of my personal data in compliance with Legislative Decree 196 / June 30th 2003”.