



Paolo Gorlani

Date of birth: 21/07/1963 | **Nationality:** Italian | **Gender:** Male |

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WORK EXPERIENCE

01/07/2020 – CURRENT – Crema, Italy

DIRECTOR OF SALES EMEA – APPGUARD INC A BLUE PLANET-WORKS COMPANY

The growth of the AppGuard activities in Europe requested to set up a new European based structure. In the beginning of the 2020 there has been changes in the company investors and management at the CEO level. The outcome was a new structure and a change into the overall commercial strategy. AppGuard is now fully committed to sales through distributors. My role is to build the European organization and distribution network. One of my main successes it has been the distribution agreement with Ingram Micro Europe. Other local distributors are already in place in: Germany, Italy, France, UK and Benelux, discussions open in: Nordics, Greece, and Spain. My daily activity includes the full support of the distributors in the partners engagement activities through presentations and onboarding processes as well as the partners signed in their early stages' connection and presentation to their customers.

01/10/2017 – 30/06/2020 – Crema, Italy

SENIOR SALES AGENT - EUROPE – APPGUARD INC A BLUE PLANET-WORKS COMPANY

Former experiences in IT market allow me to join AppGuard Inc from USA to develop the sales of their cybersecurity solutions named AppGuard Enterprise, AppGuard Server and Trustica.

AppGuard started its direct sales operations in Europe through me, appointing with the responsibility of business development. My function requires daily contact with the US company, duly reporting to the VP of International sales. The sales activities are targeted on both direct and indirect sales.

The position requires frequent travels in Italy and Europe, all activities are self-managed, such as selection of the potential prospects, contact, meeting session with presentation of AppGuard IT solutions supported by the US technical team through web conf tools.

01/07/2017 – 01/07/2018 – Crema, Italy

SALESMAN – SELF EMPLOYED

Operating as professional salesman in the TV business.

The growing of the TV business pushes me to concentrate on Km Plus Media and Rco Europe producers companies.

Along the years I developed contacts with several producers and distribution companies around the world, as well as TV channels.

31/01/2006 – 30/06/2017 – Milano, Italy

DIRECTOR – MEDIANE SRL - KM PLUS MEDIA SRO

Established a new company creating, producing, and distributing books, music, and AV content in the Italian market.

In addition to managing the sales and logistics I am responsible for sourcing international content and for negotiating and administering the relevant contracts.

Working as salesman for Czech company KM PLUS MEDIA covering the following countries: Italy, Switzerland, and Spain, selling TV programs self-produced and distributed.

01/01/2004 – 30/01/2006 – Milano, Italy

COMMERCIAL AND MARKETING MANAGER – WWW.CD.RAI.IT A WEB PLATFORM OF RAI TRADE S.P.A.

Responsible for the development and management of all commercial activities related to the brand-new web site www.cd.rai.it of the premier national state broadcaster.

Responsibilities included liaising and contracting with national and international content suppliers including books, music, AV content, concert tickets, and merchandising.

Responsibilities included all promotional and marketing campaigns.

01/09/1996 – 31/12/2003 – Milano, Italy

DIRECTOR – ERGA SRL – HALIDON SRL

Became shareholder of Erga S.r.l. in September 1996 with the commitment to transform the operations of the company, till that moment acting as sales organization for record companies or small labels in Italy, in order to become an importer, producer and distributor of its own products.

My responsibility was on logistics and sales management of direct sales (supermarkets and record shops) and indirect (salesmen).

Established in 1999 Halidon S.r.l., a JV between Erga and Self Distribuzione S.p.a.

Responsibilities included liaising and contracting with national and international content suppliers of music and AV content to create a bespoke Halidon catalogue of products.

01/06/1994 – 31/08/1996 – Cernusco Sul Naviglio, Italy

MANAGING DIRECTOR – HERMANEX ITALY SRL – DISKY COMMUNICATIONS SRL

Established the Italian division of Hermanex Europe B.V. (Hermans holding group), a Dutch multinational company dealing internationally in overstocks of records, books, games and multimedia products.

In October 1995 established the Italian division of DISKY Communications Europe B.V. a record company with a catalogue of products at budget and mid-price level.

01/11/1988 – 01/01/1994 – Milano, Italy

PLANNING MANAGER – SONY MUSIC SPA (GIÀ CBS DISCHI SPA)

Responsible for stock control, purchasing and production of CD, MC, LP and Laser Discs. Products were both produced in Italy or imported from the European distribution centre in Holland.

IT – responsible for the analysis and development of a new company information system with respect to the goods management (purchasing, stock control, picking, packing, and shipping).

01/11/1985 – 30/10/1988 – Milano, Italy

PLANNER – PHILIPS INFORMATICA E COMUNICAZIONI

Responsible for purchasing forecasts and stock control in Italy.

Developed inventory management and purchasing IT systems.

● EDUCATION AND TRAINING

01/09/1977 – 17/07/1982 – Via Seminario 19, Cremona, Italy

PERITO ELETTRONICO INDUSTRIALE – Istituto Janello Torriani

<https://www.iistorriani.it/>

● LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Microsoft Word | Microsoft Excel | Microsoft Powerpoint | Google Drive | Microsoft Office | Google Docs | Social Media | Zoom | Skype | LinkedIn | Twitter | Facebook | Outlook | Power Point | Internet user | Written and Verbal skills | Good listener and communicator | Presenting | Decision-making | Organizational and planning skills | Gmail | Strategic Planning | Team-work oriented | Conflict resolution | Motivated | WhatsApp | Flexibility

● COMMUNICATION AND INTERPERSONAL SKILLS

Strong personal interaction

A natural personal quality helped me to grow up a strong attitude for personal relation and communication. Since my first experiences as presenter and DJ in my early 20s I've never had concerns to talk public. The career in sales and business development, operating in an international environment, helped me to develop a strong capability as a "door opener" and strengthening my personal qualities. Several time all along my work experience I had to start businesses from scratch, grow them up and set the infrastructure to let them running.

● DRIVING LICENCE

Driving Licence: AM

Driving Licence: A1

Driving Licence: B

● **HOBBIES AND INTERESTS**

Lover of music, books, ancient history, trekking and woodworking in free time

Music has been always a fundamental love since I started playing guitar when I was 13 years old. I like all kind of music with a special eye on Rock, Jazz, Soul and R&B.

If you come to my house you'll see books everywhere. I like to read any kind of book with the exception of romance novels with a special focus for the European writers.

I like ancient history, whose books are big part of my library. My favorite period is mainly referred to ancient cultures from the Mediterranean area, anything that goes from the birth of the civilization till the early stages of the European middle Age, going through the ancient civilizations of the middle east, Egyptians, Greeks and Romans.

When I have time I like to escape on the mountains to spend some hours walking and breathing by going Trekking.

Woodworking is another way to get my mind disconnected sometime. I love to restore old furnitures.

● **MANAGEMENT AND LEADERSHIP SKILLS**

Several years of building and managing direct and indirect sales.

It happened to me more than once to start the operations of a company from its early stage of growth.

These means having to create the salesforce team when the goal is to sell through direct sales or engage a network of distributors and partners when it is related to an indirect distribution. Challenging job when I had to do it with an European outlook and reach out people in different countries. This means a lot of preparation, research, execution and management, in other words methodology.

Having managed for sometime small companies I can count of a wide experience in the all branches not limited to sales department only. As an administrator I built experiences in administration, financial, logistic and sometime marketing too.

● **LINKEDIN LEARNING CERTIFICATIONS**

Creating a Communications Strategy

A communications strategy is the backbone of any good marketing or communications program. It provides a focus, with a clear goal and roadmap for how to best get your message to your target audience, and ensures that your messages are memorable and move people to action. Learning how to craft a communications strategy can help you to be a masterful communicator. In this course, discover ways to identify your audience, build a communications strategy, measure your results, and adjust to feedback. Find out how to break through the noise and connect with your audience clearly reliably and how to respond with consistency when crisis hits.

<https://www.linkedin.com/learning/certificates/e533a6c0d5d2d7378556b459b1a5070dd75a82f175ff18d28f65fe511fa2817c>

Business Development Foundations

Business Development: Strategic Planning

Business Development Foundations: Researching Market and Customer Needs

Advanced Business Development: Communication and Negotiation

Salesforce for Sales Managers

Marketing Foundations

Writing a Marketing Plan

Cybersecurity Awareness: Building Your Cybersecurity Vocabulary

Cybersecurity Foundations

The Cybersecurity Threat Landscape

Soft Skills for Information Security Professionals

Cybersecurity for Executives

Cybersecurity at Work

Cybersecurity Awareness: Social Engineering

The Science of Sales

Trust lies at the foundation of all sales. In this course, former Genentech senior leader and Braintrust founder Jeff Bloomfield taps the world of neuroscience to explain the science of trust and help you determine your own trustworthiness as a salesperson. He reveals the parts of the brain that are triggered in the buying process, and provides a customer-engagement model that presents solutions in such a way that customers will close the sale themselves . . . every time. Gain a deeper appreciation of the human brain and a new way of communicating with your customer.

<https://www.linkedin.com/learning/certificates/bf655822a0bd29d6a63af45ce2c7c9d946d577e7475f0e422134c9623bf9330a>

Sales Management Foundations

Sales: Closing Strategies

Sales Channel Management

Sales Forecasting

Selling to the C-Suite

Getting a meeting with the C-suite of your top prospect is a high-stakes proposition. By taking this course, you can master selling at the highest executive level. Jeff Bloomfield—sales coach and Braintrust CEO—helps you be better prepared, more confident, and more impactful in your next C-suite sales presentation. He discusses the executive mindset, so you understand how business decisions are evaluated and made, and explains how to research the C-suite of your prospects so you arrive to meetings informed. The remaining chapters explain how to create the right mindset for C-suite selling—and nail the C-suite presentation. You'll leave with practical takeaway that will improve your win rates in front of these valuable stakeholders.

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Sales Prospecting

Sales prospecting is largely a mental game. You can say all the right things, but if your attitude doesn't match your words or if your prospecting process is inconsistent, your success will be in jeopardy.

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Managing Your Sales Process

Having a sales process is critical to a salesperson's success. But a process isn't enough if you don't follow it on each and every call. Turning your sales process into a habit that feels natural is the key.

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Identify Sales Growth Opportunities

Sales growth is essential for both frontline sales professionals as well as sales managers. There are two primary avenues for growth. You can grow within your current category, or you can seek opportunities outside your category.

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Excel: Sales Forecasting

Creating accurate and reliable sales forecasts is essential for any sales leader. Professor Michael McDonald shows how to use Excel to forecast sales more effectively, beginning with a quick primer on sales forecasting, then explaining the business intelligence used in forecasting and the basics of regression analysis. Next, Michael shows how to use Excel to gather the necessary data for your forecast, how to cleanse data so that it will lead to more accurate forecasts, and how to interpret and explain the results of a regression forecast. The course concludes with a sample project, forecasting sales for a fictional restaurant. In this sample project, you'll construct a data set, compute a simple set of forecast metrics, and construct an in-depth sales forecast. Finally, Michael explains the limitations of sales forecasting and how you can mitigate risk.

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Sales: Closing a Complex Sale

Complex sales have multiple influencers and stakeholders, and sometimes face multiple competitors. There are a lot of factors for the buyer to juggle. This complexity can lead to lost revenue, longer sales cycles, and unpredictable outcomes. By understanding the buyer's problem and simplifying the value of your solution, you will be better positioned to close the deal.

<https://www.linkedin.com/learning/certificates/92d21f733baa35f55141d306b36eb725f76af08eeebafb7953eb6e3e353fcd44>