

Gianmaria Odello
Milan, Italy

Gianmaria Odello has over 30 years of experience with international sales & marketing of ITC products, services and solutions for large multinational Enterprises like DEC (1980/1988), ITP, Italian Headquartered with branches in USA and Spain, 1989/1993), EC-Soft (1994/1995), Marcam (1996/1997), Mapics (1997/1999), SAP (1999/2002), Watermark (Managing Director & General Manager, 2003/2005), Porini (Italian Headquartered with branches in USA, Portugal, Pakistan and Turkey, 2005/2009).



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Two main personal characteristics go along all Gianmaria's professional life:

- "Construction" vs. "Day-by-Day Management"
 - DEC: Building a sales branch from scratch
 - ITP: First "Sales & Marketing Manager" after 12 years Company history
 - Ecsoft: spin-off from a business unit to an independent Company
 - Marcam & Mapics: VAR Channel enlargement suggesting/driving Merge & Acquisition Operations
 - SAP: Build a Textile Industry complete offering
 - Watermark: Company turnaround from EBTDA negative 36% of Turnover
(Watermark: 2004 "Entrepreneur of the year")
 - Porini: Worldwide Channel Building, Microsoft ecosystem
- "Entrepreneurship"
 - Ethics; Strategic Approach; global view; Company resources respect
 - Plan; execute; report
 - Focus; Focus; Focus

Gianmaria's core competencies are:

- Enterprise B2B business process software solutions, ERP/ERM/CRM/SCM solutions and software engineering; business processes analysis and engineering
- Go-to-market strategy /program development and implementation, including reference client recruitment, recruitment of reseller and distributor channels and setting up new subsidiaries.
- Partner in an Italian Merge & Acquisition Advisors Firm
- Extensive experience with and personal network in Italy, Western Europe, Middle East, India. Particularly in Microsoft and SAP ecosystems

In 2003/2005 Gianmaria executed a Company turnaround, in the role of Managing Director and General Manager, leading the Company from EBTDA negative 36% to breakeven in 18 months

Gianmaria speaks Italian, English and Spanish.

Gianmaria holds a degree in Electronic Engineering, held at University of PISA, Italy.

Gianmaria has a military base education, having served his Country 14 years as Military Navy Officer, Technical Corps. Specialization in Ships Operations Command and Control systems, Telecommunication and Electronic warfare