

# RUFRANO PASQUALE

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## PROFILE

Able to combine strong strategic planning and analytical skills to inform senior/executive management on strategic decisions and have effective company saving. (DPM Position 2013/14 10% FTE Saving - up to 1MI €)

- ✓ Project/Program & People Management - large complex and multidisciplinary projects (10+ years);
- ✓ International Team management/Remote Management - Leadership (10+ years);
- ✓ Multi-cultural differences awareness - Communication (10+ years);
- ✓ Entrepreneur (2+ Years)

Project/Program/People Manager - Strategic Planning & Execution - Business Development - Sales & (Digital) Marketing - Social Media Sales

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## PROFESSIONAL EXPERIENCES

- **TEFEN - Head of Sales & BD** - Beit Dagan (TLV) - Israel - Nov 2015 - NOW

Development of new business opportunities for the company. Lead the detailed planning and execution of BD strategies. Develop new business opportunities through Social Media Sales and Digital Marketing. Provide status analysis on performance and forecast trends. Prepare and present high level performance reports on BD activities and results. Help build industry knowledge and practices and run BI projects. Leading an International 5 FTE SalesDev Team.

- **Impresa & Tendenza - March 2015** - Founder & CEO - NOW

Our Mission is to help clients to increase their visibility, develop their business through Social Media Sales.

([www.impresatendenza.com](http://www.impresatendenza.com) / [info@impresatendenza.com](mailto:info@impresatendenza.com))

- **Sales Developer & Set Up Program Manager**- Hertzliya - Israel Jan 2014 - Sep 2015

Marketing & Sales campaigns. Set up of a multi-language support desk (Sales and Pre-Sales office in Prague).

- **IBM Global Business Services S.O. Delivery** - from Sept 2009 to Dec 2013 Brno - CZ

I have covered several senior Management positions (people/program/project Manager):

**Business Leader for IMT Italy** from Apr to Dec 2013

Responsible for full service delivered and Manager of SDM, DPM and DPE facing directly customers in country (Italy).

**Delivery Program Manager (Internal DPE for IMT Italy)** from 2012 - 2013, Apr

- ✓ Italy Delivery Account Management Lead (~500 resources, 30 teams, 20 Managers)
- ✓ Preparation and development of Budgets for Global Services Delivery organization (~1100k euro per year) - actively involved in new bids tender preparation to share with IMT and VP
- ✓ Directly reporting to V.P./Executives

*Results achieved: Overall efficiency target met: reduction of 10% FTE on 2012& 2013 (1ML €)*

**IT Security Manager & SARM Overall FP** from 2011 to 2012

Manager of IT Security team located in Brno (Czech Rep) and in Wroclaw (Poland).

- ✓ People management (30 IT specialist 1st and 2nd level, cross site)
- ✓ Service management; Cost management; Compliance management (audit readiness)
- ✓ Responsible for the KPI targets
- ✓ Direct interlock and report to IMT Business Unit leaders/DPEs and Service Line leaders.

*Results achieved: Yearly target of 10% efficiency reached - attrition reduced to 3% (versus a 5% max.)*

*- audit passed rate 100% (SAS70; internal and external) - all KPI closed 100%*

**General Project Manager for IMT Italy - Czech Rep-Poland** 2009 - 2011

*Results achieved: rewarded Best Employee of IBM CZ 2010 - PBC 1*

- **Infosys BPO** - South Europe Coordinator - Czech Republic - Brno - Dec 2007 - Jan 2009
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## EDUCATION

**Master Degree in Political Science & International Relations** - University of Rome "La Sapienza" (March 2006).

Main subjects: International Relations, Economics.

## TECHNICAL SKILLS

ITIL V3 Certified - 14 May 2012 - #001171190 - Gopas Brno; Excellent Microsoft Office Word, Excel, Power Point, Lotus Notes databases, OS (Win, LNX, Unix) basics; IT-security standards, guidelines, best practices, methodologies; Risk Management, Business Continuity Project Management, Applications: MS Office/ Project; OS: MS Windows, Wordpress: website and blogs