

Biography

Aldo Foroncelli



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About

Business Development Senior Manager with over 20 years of experience in driving digital transformation projects and SAP implementation strategies across EMEA. I have a comprehensive background in SAP technologies (HANA, BW/BI, S/4HANA) and a proven track record in developing new business opportunities.

My expertise spans the entire SAP ecosystem, from traditional on-premises solutions to modern cloud implementations. My best strength is being able to translate complex technical solutions into tangible business value.

I am specialized in leading digital transformation initiatives, particularly in SAP environments, with demonstrated success in managing multi-stakeholder projects and driving business growth through innovative technology solutions.

Key Highlights

- **Digital Transformation Leadership:** Extensive experience in guiding organizations through complex digital transformation journeys, with particular focus on SAP S/4HANA migrations and cloud adoption strategies. Proven track record in developing and executing comprehensive transformation roadmaps.
- **Business Development Excellence:** Successfully led new customer acquisition initiatives across industries, developing and implementing strategic approaches for market expansion and business growth. Expertise in transforming technical capabilities into business opportunities.
- **SAP Technical Expertise:** Deep technical knowledge of SAP solutions, including HANA, BW, S/4HANA, and cloud solutions. Proven ability to architect and deliver complex SAP implementations that drive business value.
- **Stakeholder Management:** Strong track record in managing relationships with C-level executives, coordinating cross-functional teams, and aligning technical solutions with business objectives. Experienced in both internal and external stakeholder management.

AREAS OF EXPERTISE

Core Competencies

- Strategic Business Development
- Digital Transformation
- Solution Architecture
- Stakeholder Management
- Pre-sales Leadership
- Team Management

Technical Expertise

- SAP HANA
- SAP BW/4HANA
- SAP S/4HANA
- Data Modeling
- Cloud Solutions
- Enterprise Architecture

Business Skills

- Solution Design, estimation
- Customer Relationship Management
- Public Tender Management
- Strategic Planning
- Marketing Strategy
- Change Management
- Project Leadership

EXPERIENCES

BUSINESS DEVELOPMENT SENIOR MANAGER at Qintesi (2021 - present)

Leading new business development initiatives with focus on digital transformation and SAP solutions.

Key responsibilities:

- Drive new customer acquisition strategies across industries
- Develop technical propositions and project estimations
- Lead public tender responses and technical team coordination
- Define and execute marketing strategies through various channels
- Support Account Managers in SAP S/4HANA migration propositions
- Develop company vision for digital transformation projects

SAP SALES SPECIALIST at DXC Technology (2016 - 2020)

Managed complex sales cycles for international SAP service deals.

Key achievements:

- Led sales initiatives leveraging global delivery organization
- Conducted customer-facing presentations and solution designs
- Managed digital transformation opportunities
- Developed comprehensive technical proposals
- Coordinated international delivery teams

SAP BW & HANA SUBJECT MATTER EXPERT at HPE (2014 - 2016)

Provided expert guidance for international HANA implementations and sales initiatives.

Areas of focus:

- *SAP BW upgrade/migration to SAP BW on HANA*
- *SAP BW remodeling and LSA++*
- *Data Aging Strategy implementation*
- *SAP HANA Live and SLT implementations*
- *SAP ECC migration to Suite on HANA and S/4HANA*

PRINCIPAL CONSULTANT at SAP AG HANA EMEA COE (2013 - 2014)

Led international BW on HANA upgrade and migration projects.

Key responsibilities:

- *HANA sizing and architecture design*
- *Use case definition and project estimation*
- *Migration strategy development*
- *Sales process support*
- *Technical implementation planning*

SENIOR CONSULTANT at SAP Italy (2003 - 2013)

Implemented multiple SAP BW solutions across international locations.

Focus areas:

- *SAP BW implementations*
- *Early SAP HANA releases*
- *Presales activities and POCs*
- *Technical team leadership*
- *Solution architecture design*

EDUCATION AND CERTIFICATIONS

Education

- *Master's Degree in Economics - Business Administration
Università Cattolica del Sacro Cuore, Milan (Italy), 1998*

Recent Certifications

- *RISE with SAP PCE Solution Architect (2023)*
- *RISE with SAP Sales (2024)*

- *GROW with SAP Sales (2024)*

Technical Certifications

- *SAP HANA Professional Certified*
- *SAP HANA Associate Certified*
- *SAP BW 7.0, NW2004s Certified*
- *SAP Process Implementation Consultant*
- *Multiple SAP specialized certifications in BW, SEM, ABAP, and Financial Solutions*

REFERENCES

Available upon request