

# LEONARDO CASTALDI

Venezia, 15 Novembre 1969

Entrepreneur | Business Builder | Global IT Strategist

## PROFILE

Entrepreneur at heart with a 20+ year track record of building and scaling IT services organizations across the U.S. and EMEA. Proven ability to drive growth, profitability, and strategic exits. Specializes in international business development, GTM strategy, and innovation-led transformation. Helped guide CIBER and Avaap (now Apex Systems) through pivotal growth stages, ultimately supporting their successful acquisitions. Currently leading Mashfrog US, focusing on ERP, automation, and digital innovation in collaboration with Infor. Former Infor Vice President with leadership across architecture, delivery assurance, and innovation.

## CORE EXPERTISE

IT Business Creation & Scaling, International Market Expansion, ERP (Infor, Oracle, Salesforce) Strategy, Go-To-Market Design, M&A Growth Preparation, AI, RPA & Process Automation, Strategic Partnerships & Alliances, C-Level Leadership & P&L Management

## EXPERIENCE

### **Mashfrog America, CEO**

2022 – Present | Tampa, FL

Founder and CEO of all the America's subsidiary of the Mashfrog Group and the global Infor Practice . Built a fast-scaling IT consulting and innovation firm with a focus on Infor ERP, automation (RPA/IDP), and digital transformation. Secured key partnerships, led global co-sell initiatives, and positioned Mashfrog as a the first global certified Velocity Suite partner with Infor.

### **Infor, Vice President – Strategic Customer Projects & Applied Innovation**

2019 – 2022 | New York, NY

Held progressive executive roles at Infor over 3+ years:

- VP, Strategic Customer Projects & Applied Innovation : Led global innovation strategy across Infor OS and Birst; helped scale advanced tech adoption for clients and partners.
- VP, Delivery Advisory & Assurance : Oversaw alignment of pre-sales and delivery; ensured scalable, value-driven cloud deployments.
- VP, Solution Consulting & Architecture Americas : Drove enterprise deal strategy and solution architecture across Infor CloudSuite platforms.

**Avaap (Now Apex Systems), Managing & Director – European BU**

2013 – 2022 | Greater NYC Area

Managing Director, Avaap Europe, built the EU operation from the ground up, establishing and scaling strategic partnerships with Infor across Spain, the Netherlands, the UK, and Italy. Drove rapid, successful growth and market expansion, positioning Avaap as a credible global player in the Infor ecosystem.

**CIBER, Director – Infor M3 Practice & International Business**

2006 – 2013 | U.S. & Europe

Scaled CIBER's Infor M3 practice across EMEA and North America; played a key role in preparing the organization for M&A.

**Tribex Consulting Europe, Founder & Managing Director**

2011 – 2012 | Europe

Launched and led a Lawson/Infor Global Services partner firm focused on European delivery and strategic consulting.

**4consulting SRL, Founder & CEO**

2002 – 2010 | Venice, Italy

Built a successful M3 & BPCS Infor (formerly Lawson/Intentia) service partner with delivery operations across Italy and Europe.

**Tic Roulunds SPA, IT and ERP Manager**

1996 – 2002 | Padua, Italy

Lawson/Movex ERP Consultant and Italian IT Manager , provided Internal IT support and implementation leader for all the ERP module