

Curriculum Vitae

Personal information

Name / Surname **Michele Zagnoli**

Citizenship Italian

Date of birth Lugo(Ravenna), 13/05/1982

Gender Male

Current position **Global Delivery Director**

Job Experiences

Date	<u>12/2025 → Present</u>
Job experience	Global Delivery Director
Main activities and responsibilities	I'm responsible to fully manage the global delivery Factory of Mashfrog covering the following main areas: Salesforce, Digital Channels, Content & Video Production and SAP
Name and address of the employer	<u>Mashfrog Group, Via Giacomo Peroni, 400, 00131 Roma RM</u>
Operating sector	IT consulting and system integration
Date	<u>09/2023 → 12/2025</u>
Job experience	Customer Digital Solution Global BU Director
Main activities and responsibilities	I'm responsible to: <ul style="list-style-type: none">• manage the end to end P&L of the Bu at global level• manage and control the growth of the delivery team according to business needs and technology trends• identify strategies to optimize resource allocation and people rotation across different projects/technologies• plan and manage together with HR department the research and hiring of new resources• support the Sales Department in the definition of the sales strategy, BU positioning and in pre-sales/qualification activities on existing/new clients
Name and address of the employer	<u>Mashfrog Group, Via Giacomo Peroni, 400, 00131 Roma RM</u>
Operating sector	IT consulting and system integration
Date	<u>02/2021 → 09/2023</u>
Job experience	Head of CRM Practice and Integration (Salesforce, Pega, Dynamics, Appian, Mulesoft, TIBCO, WSO2, Logic Apps)
Main activities and responsibilities	I'm responsible to: <ul style="list-style-type: none">• manage the end to end delivery of all the initiatives based on Salesforce, Pega, MS Dynamics and Appian• manage and control the growth of the delivery team according to business needs and

	technology trends
	<ul style="list-style-type: none"> • identify strategies to optimize resource allocation and people rotation across different projects/technologies • plan and manage together with HR department the research and hiring of new resources • support the Sales Department and Markets in pre-sales/qualification activities on existing/new clients • manage and control the overall costs (actual and forecast) of the entire practice (currently around 120 resources)
Name and address of the employer	<u>Cappgemini Italia, Via di Torre Spaccata 140, 00173 Roma RM</u>
Operating sector	IT consulting and system integration
Date	09/2020 → 02/2021
Job experience	Delivery Director for Territory Rome - Global Director of Salesforce Competence Center
Main activities and responsibilities	<p>As delivery director for the Rome Territory, I'm responsible to:</p> <ul style="list-style-type: none"> • manage the end to end delivery of all the initiatives reporting directly to Territory or BU Manager • manage and control the growth of the delivery team according to business needs • plan and manage together with HR department the research and hiring of new resources • support the Sales Department in pre-sales/qualification activities on existing/new clients <p>As Global Director of Salesforce Competence Center I'm responsible to:</p> <ul style="list-style-type: none"> • manage the growth of the competence center in terms of resources and skills • support Business Unit in all the pre-sales activities on Salesforce platform
Name and address of the employer	Fincons Group S.P.A., Via Cesare Giulio Viola 27, 00148 Roma
Operating sector	IT consulting and system integration
Date	11/2019 → 08/2020
Job experience	Delivery Director for Rome Territory - Global Salesforce Practice development support
Main activities and responsibilities	<p>As delivery director for the Rome Territory, I'm responsible to:</p> <ul style="list-style-type: none"> • manage the end to end delivery of all the initiatives reporting directly to Territory or BU Manager • manage and control the growth of the delivery team according to business needs • plan and manage together with HR department the research and hiring of new resources • support the Sales Department in pre-sales/qualification activities on existing/new clients <p>I am also responsible to support the global Salesforce practice growth for the overall compan</p>
Name and address of the employer	Fincons Group S.P.A., Via Cesare Giulio Viola 27, 00148 Roma
Operating sector	IT consulting and system integration
Date	06/2018 -> 10/2019
Job experience	Salesforce Automotive Expert and Architect on Primary Italian Car Company
Main activities and responsibilities	Operate as Salesforce Automotive expert and Architect in the functional and technical architecture design of a new CRM solution fully based on Salesforce to be rolled out to the Dealer Network in Italy and EMAA market mainly focused for Lead and Sales management processes integrated with multiple legacy systems
Name and address of the employer	Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma
Operating sector	IT consulting and system integration

Date	05/2016 -> 12/2016
Job experience	Project Manager and Salesforce Subject Matter Expert for primary Utilities Company
Main activities and responsibilities	Operate as project Manager and Salesforce Subject Matter expert in a project focused on the implementation of Marketing Automation solution based on Salesforce Marketing Cloud. The designed solution included integrations with multiple external systems, including Datawarehouse and Salesforce CRM and multichannel (email, SMS and phone) campaigns execution.
Name and address of the employer	Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma
Operating sector	IT consulting and system integration
Date	5/2014->10/2019
Job experience	IT Consultant on Important Italian Luxury car Company
Main activities and responsibilities	Enrichment of the current CRM processes in order to introduce new features requested for the roll-out of the solutions on multiple countries/regions. All project activities included in an international worldwide context. Working language: English. Project Role: Program manager – Salesforce Architect. Planning and coordination of the project activities on Salesforce side (design, build, test, deploy) performed by the delivery center. Direct involvement in client face activities for gathering and discussing functional and technical requirements. Architect of the Salesforce.com technology.
Name and address of the employer	Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma
Operating sector	IT consulting and system integration
Date	11/2017 -> 04/2018
Job experience	Salesforce Automotive Expert and Architect on Primary Swedish Car Company
Main activities and responsibilities	Operate as Salesforce Automotive expert and Architect in the functional and technical architecture design of a new CRM solution fully based on Salesforce to be rolled out globally to Headquarter users, regional offices users and dealer network involving all the major sales, after sales and marketing processes
Name and address of the employer	Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma
Operating sector	IT consulting and system integration
Date	5/2014->8/2014
Job experience	IT Consultant on Important Italian Luxury car Company
Main activities and responsibilities	Development of a solution for email marketing campaign based on Eloqua and fully integrated with Salesforce CRM and all CRM processes currently developed. All project activities included in an international context. Working language: English. Project Role: Project manager Project manager. Planning and coordination of the project activities on Salesforce and Eloqua side (design, build, test, deploy) performed by the delivery center. Direct involvement in client face activities for gathering and discussing functional and technical requirements. Subject Matter Expert of the Salesforce.com and Eloqua technology.
Name and address of the employer	Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma
Operating sector	IT consulting and system integration
Date	09/2013->4/2014
Job experience	IT Consultant on Important Italian Luxury car Company
Main activities and responsibilities	Development of a mobile application (fully integrated with Salesforce) to be used during marketing events for lead acquisition, qualification and final pushing of the information to the dealer through Salesforce. All project activities included in an international context. Working language: English. Project Role: Project manager. Responsible for the design of the overall solution. Planning and

Name and address of the employer Operating sector	<p>coordination of the project activities on Salesforce side (design, build, test, deploy) performed by the delivery center. Direct involvement in client face activities for gathering and discussing functional and technical requirements. Subject Matter Expert of the Salesforce.com technology.</p> <p>Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma</p> <p>IT consulting and system integration</p>
Date Job experience	<p>06/2013->9/2013</p> <p>IT Consultant on Important Italian Luxury car Company</p>
Main activities and responsibilities	<p>Design and implementation of the Case Management process (fully integrated with the current lead management process) on the Salesforce platform for multi-countries usage, leveraging standard features provided by the platform and developing custom components in order to fulfill the specific requirements provided by the client. All project activities included in an international context. Working language: English.</p> <p>Project Role: team leader-solution architect. Planning and coordination of the project activities (design, build, test, deploy) performed by the delivery center. Direct involvement in client face activities for gathering and discussing functional and technical requirements. Responsible for the global design of the solution. Subject Matter Expert of the Salesforce.com technology.</p>
Name and address of the employer Operating sector	<p>Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma</p> <p>IT consulting e system integration</p>
Date Job experience	<p>05/2013->06/2013</p> <p>IT Consultant on Important Italian Luxury car Company</p>
Main activities and responsibilities	<p>Development of the overall lead/contact/opportunity management processes (CRM processes) on the Salesforce.com platform in an international context (solution to be globally adopted). The solution manages multiple input channels (web to lead for spontaneous web acquisition, manual creation of the leads by CRM operators, list upload...) and supports the access to the system by the dealers spread on a global scale through a dedicated partner. The solution provides a set of custom advanced reporting features and includes a custom de-duplication and merge engine for records. All project activities included in an international context. Working language: English.</p> <p>Project Role: team leader-solution architect. Planning and coordination of the project activities (design, build, test, deploy) performed by the delivery center. Direct involvement in client face activities for gathering and discussing functional and technical requirements. Responsible for the global design of the solution. Subject Matter Expert of the Salesforce.com technology.</p>
Name and address of the employer Operating sector	<p>Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma</p> <p>IT consulting e system integration</p>
Date Job experience	<p>03/2013->05/2013</p> <p>IT Consultant on Important Italian Luxury car Company</p>
Main activities and responsibilities	<p>Development of custom applications on the Salesforce.com platform to be used for gathering and qualifying leads during the marketing events and campaigns organized all over the world. Applications available on multiple channels (mobile devices, smartphones, desktop). All project activities included in an international context. Working language: English.</p> <p>Project Role: team leader: planning and coordination of the project activities (design, build, test, deploy) performed by the delivery center. Direct involvement in client face activities for gathering and discussing functional and technical requirements. Subject Matter Expert of the Salesforce.com technology.</p>
Name and address of the employer Operating sector	<p>Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma</p> <p>IT consulting e system integration</p>
Date	<p>12/2012->02/2013</p>

Job experience	IT Consultant on Important Russian Bank
Main activities and responsibilities	Development of a mobile banking application available for multiple platforms (iOS & Android) and different devices (iPhone 3gs, iPhone 4, iPhone 5, multiple Android devices). Application developed following the hybrid approach and using a custom architecture. All project activities included in an international context. Working language: English. Project Role: team leader: planning and coordination of the project activities (design, build, test, deploy). Subject Matter Expert of the technologies adopted.
Name and address of the employer	Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma
Operating sector	IT consulting e system integration
Date	8/2012->11/2012
Job experience	IT Consultant on Public Administration
Main activities and responsibilities	Reengineering of the applications used by the users of the Public Administration in order to design a new integrated solution based on the SOA approach. Project Role: team leader – Person of reference for the activities of gathering requirements, analysis and design of the new solution. Responsible of the maintenance activities of a set of applications through the coordination of a dedicated team.
Name and address of the employer	Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma
Operating sector	IT consulting e system integration
Date	2/2012 → 7/2012
Job experience	IT Consultant on Important Italian Bank
Main activities and responsibilities	Migration of an existent web based application toward a hybrid mobile application for iPad developed following the hybrid approach and using a custom architecture developed. Project Role: coordination of the delivery activities and responsible to teach younger team members. Direct involvement in client face activities for gathering and discussing functional and technical requirements. Subject Matter Expert of the technologies adopted.
Name and address of the employer	Accenture s.p.a., Piazzale dell'Industria 40 – 00142 Roma
Operating sector	IT consulting e system integration
Date	8/2010 → 1/2012
Job experience	IT Consultant on Important Turkish Bank (Istanbul – Turkey)
Main activities and responsibilities	Full development, following the SOA approach, of the software (workstation) used by the tellers in all the branches of the bank in the country. The new workstation is built on a custom J2EE architecture. All project activities included in an international context. Working language: English. Work Location: Istanbul, Turkey Project Role: team leader-solution architect. Person of reference of the architectural team (thanks to more than 3 years of experience on the custom architecture), responsible of the design and implementation of the technical solutions developed at architecture level through the coordination of a dedicated team. Ongoing relationship activities with the functional team/client in order to gather all the new requirements and identify potential gaps that require enhancements on the technical architecture. Subject Matter Expert of the technologies adopted.
Name and address of the employer	Accenture s.p.a., Via Maurizio Quadrio 17 – 20154 Milano (MI)
Operating sector	IT consulting e system integration
Date	6/2010 → 7/2010
Job experience	IT Consultant on Important Turkish Bank (Istanbul – Turkey)
Main activities and responsibilities	Implementation of a Proof of Concept for the creation of the workstation (based on the SOA approach) used by all the tellers in all the branches of the Bank. Proof of Concept developed using a custom J2EE architecture. All project activities included in an international context. Working language: English. Work Location: Istanbul, Turkey. Project Role: member of the development team and subject matter expert of the technologies and the technical architecture adopted.

Name and address of the employer	Accenture s.p.a., Via Maurizio Quadrio 17 – 20154 Milano (MI)
Operating sector	IT consulting e system integration
Date	9/2009 → 5/2010
Job experience	IT Consultant on Important Company offering IT Services for associated Banks
Main activities and responsibilities	Development of a new system of Business Intelligence per multiple departments of an associated primary Italian bank. Project Role: person of reference for the development of Front-End component J2EE based. Responsible for the design and development of the reporting through Hyperion reporting tools. Subject Matter Expert of J2EE technology.
Name and address of the employer	Accenture s.p.a., Via Maurizio Quadrio 17 – 20154 Milano (MI)
Operating sector	IT consulting e system integration
Date	7/2007 → 8/2009
Job experience	IT Consultant on Important Italian Insurance Company
Main activities and responsibilities	Global lifecycle management project. Project Role: covered multiple roles until being a team leader in the area related to the development and maintenance of the technical architecture (custom J2EE) and Single Sign On architecture adopted by the client as standard for the development of business Web Based applications for internet and intranet channels.
Name and address of the employer	Accenture s.p.a., Via Maurizio Quadrio 17 – 20154 Milano (MI)
Operating sector	IT consulting e system integration
Date	1/2007 → 6/2007
Job experience	IT Consultant on Primary Italian Insurance Company
Main activities and responsibilities	Implementation of the Server Based Computing/Thin Client infrastructure adopted by the branches of the client. Project Role:: writing documentation and support during the roll out phase on the branches
Name and address of the employer	Accenture s.p.a., Via Maurizio Quadrio 17 – 20154 Milano (MI)
Operating sector	IT consulting e system integration

Education

Date	12/2004 - 12/2006
Title of the Qualification	Second Level Degree (Laurea Specialistica) in Systems and Information Technology Engineering
Main topics/professional skills	Design and management of IT systems and data processing systems.
Name of the organization	University of Bologna
Final result	110/110 e lode Thesis: "Techniques for detection and localization for Ultra wide Band systems".
Date	9/2001 – 12/2004
Title of the Qualification	Degree (Laurea Triennale) in Telecommunication Engineering
Main topics/professional skills	Design and management of technologies and systems related to the Telecommunication area.
Name of the organization	University of Bologna
Final result	110/110 e lode Thesis: "Implementation of software router using open source technologies".

Personal Skills

Native language

Italian

Other languages

Self-valuation

European Level (*)

English

Understanding				Speaking				Writing	
Listening		Reading		Oral interaction		Oral production			
C1	Advanced	C1	Advanced	C1	Advanced	C1	Advanced	C1	Advanced

(*) Common European scale for language reference

Social Capabilities

Strong aptitude for team working in international and multicultural contexts.
 Strong ability of the customer relationship in the context of counseling.
 Strong determination to achieve the objectives

Organization skills

Coordination and supervision of the teams.
 Planning and monitoring of project activities.
 Ability to work in stressful situations, typically due to strict project deadlines.

IT and technical skills

Development of custom applications on Salesforce.com platform leveraging point and click features.
 Development of custom components and solutions on Salesforce.com platform using apex and visualforce
 Advanced knowledge on integration between Salesforce.com and external systems
 Advanced knowledge of Salesforce Platform (service cloud and sales cloud)
 Advanced knowledge of development of mobile applications integrated with Salesforce.com
 Design and develop of mobile hybrid applications, based on HTML5/JS/CSS3
 Proficient knowledge of web technologies
 Proficient knowledge of the J2EE technologies(more than 5 years of experience)
 Proficient knowledge of Web Services technologies on multiple platform
 Proficient knowledge in design and implementation of systems integrations
 Advanced knowledge of localization technologies for web based applications.
 Proficient knowledge of JavaScript/HTML/CSS and DHTML/AJAX technologies.
 Proficient knowledge of AJAX ExtJS toolkit.
 Advanced knowledge of development tools (Eclipse and IBM Rational Software Architect)
 Good knowledge of Hyperion Interactive Reporting Studio.
 Good knowledge of Struts framework
 Experiences in the design and implementation of accessible web interfaces.
 Experiences in using test automation tools

Driving License

Motorcycle (A3) e car (B).

Additional information

I am a person who likes to face new challenges, particularly keen to team working.
 I am available to do any type of journeys both in Italy and abroad.

I authorize the processing of my personal data according to Legislative Decree 30 June 2003, n. 196
 "Code concerning the protection of personal data."