



Javier Naranjo

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Born in Madrid on June 1st 1975.

Education

- **Computer Science Engineer by University of Madrid (UAM) Graduate - 1997.**
- **Television and Cinema Master Degree by Complutense University of Madrid and Telemadrid TV National Channel Graduate – 1999 - FIRST GRADUATE PRICE.**

Professional Role Recap

- Expert in Enterprise Kubernetes Solutions, Containers and Microservices
- Expert in Digital Transformation, Innovation & Modernization
- Mobile and Modern Application Development
- Cloud Computing Sales Specialist.
- Utility Computing. SaaS, PaaS & IaaS
- CRM, Automation Support and Collaborative Knowledge Management expert.
- Internet of everything (IOE).
- Sales channel development.
- Multimedia and video expertise. Nonlinear editing.
- ITIL, configuration/processes, mobile management software expert.
- Target Marketing and branding. Strategic consultant and business developer.
- Strong technical background.

Work History and Experience (Sales and Technical Engineering roles)



Principal BDM - AWS Container Services and Modern Application, 2020 - Present

Business Development Manager for Container Services, Modern Application Development and Serverless

Focusing on customer modernization:

- Containers business value and transformation
- Red Hat OpenShift on AWS (ROSA)
- AWS Elastic Container Services (ECS)
- AWS Elastic Container Services for Kubernetes (EKS)
- AWS Fargate (Serverless Containers)
- Lambda Functions and Container Services integration
- Microservices Architectures and Service Mesh

Leading Modern Application Development in Iberia (Spain + Portugal) for customers, partners, system integrators and distributors.

Helping and supporting customers to modernize based on microservices, containers and serverless architectures in the AWS cloud.

Achievements:

- Creating local channel strategy
- Closing customer references in Enterprise, Digital Native Business, Greenfield and Startups customers
- Defining the modern application development sales places for the local market on *Refactor*, *Replatform* and *PaaS*.
- Growing the market close to 25% month over month.



Modern Application Development OpenShift Specialist (BDM), 2016 – present in Red Hat

- Business Development Manager and Sales Specialist for Modern Applications, Containers & Hybrid Cloud.
- Designing strategy based on innovation and Red Hat technologies like:
 - o **OpenShift PaaS:** Containers, DevOps and Microservices. **Integration** with IoT, Cognitive, AR, AI and Machine Learning.
- Creating key messages, presentations and events for our sales force, partners and customers.
- Helping and supporting customers on the best way to modernize and digitally transform their companies based to the Journey to the Cloud strategy
- Achievements:
 - **Closing large Enterprise Platform deals (OpenShift) in Iberia**
 - Over quota for 4 years in a row.
 - Creating a strong Channel with partners and system integrators.
 - Positioning Mobile and PaaS Offering inside the company as key for modernization.
 - Design a standard offering for Modern App Dev and Mobile, getting relevant references in all verticals (Industry, Telco, Retail, Utilities, Government and FSI).



Mobility & Virtualization Sales Specialist, 2015 - 2016

- Sales Specialist for the Service Line of Mobility & Cloud.
- Leading the IBM MobileFirst strategy. Design of the IBM Workplace of the Future (WoF) Solution
- Focusing on IBM CAMSS (Cloud, Analytics & BigData, Mobile, Security & Social).
- Defining Services Solution over the SoftLayer IaaS environment. MDM - Maas360 expertise.
- Articulating the IBM Services Solution for DaaS over Cloud.
- Creating Persona Management Consulting Services and Infrastructure Catalog for VDI.
- Dive into the IBM new Cognitive era with Watson Explorer and Analytics Solutions.
- Achievements:
 - Evangelize a recent IBM area with Cloud, VDI and Mobility market tendency message.
 - Integrating the Lenovo + Nutanix Hyperconverged Infrastructure for Enterprise future offering into the IBM Services Catalog. Enabling hyperconverged solutions in projects also with SimpliVity over Lenovo.
 - Creating the service offering for the workplace transformation at Iberdrola for 30,000 users.



The power to do more

Sales Engineer - Sales Specialist, 2012 - 2015 at DELL

- Sales Specialist Engineer for Cloud Client Computing Solution, DELL DVS (Desktop Virtualization Solution), Dell-Wyse and MDM (Mobile Device Management). Utility Cloud Solutions.
- Sales channel and business development.
- DELL Enterprise Solution for end to end virtualizations based on VMWare, Citrix or Microsoft.
- End user, thin and cloud computing expert.
- Responsible for Spain and Portugal. Relationship with customers, technological partners and distributors.
- Achievements:
 - Educate DELL team on the cloud and thin computing added values and accelerate the Dell-Wyse portfolio sales.
 - Integrate Wyse solutions within the company offer portfolio.
 - Driving customers from buy hardware culture to buy cloud solutions culture.
 - Selling the first Cloud Client Computing big deal in the region to customer GAS NATURAL for up to 5000 virtualized end users working in the cloud.



Sales Specialist & Tech Account Manager, 2010 - 2012 at Wyse Technologies

- Sales Specialist and Engineer responsible for Spain and Portugal, covering relationship with customers, technological partners and distributors.
- End user, thin and cloud computing solutions specialist.
- Virtualization infrastructure design skills, working closely to VMWare, Citrix and Microsoft.
- Achievements:
 - Establish a strong and certified partner program in the Iberia region.
 - Kick off a new business line in the country targeting early adopters. Selling the first big deal in the region for ONO.
 - Building partner eco-system based on distributors, integrators and added value resellers to leverage sales.



Sales Specialist, 2009 - 2010 at Consona(SupportSoft)

- Sales and pre-sales specialist responsible for Iberia and Portugal.
- Covering relationship with customers and partners.
- Managing sales relationships with Telefónica and technological partner IBM.
- Supporting EMEA team on sales engineer responsibilities.
- CRM, Automation Support and Collaborative Knowledge Management expert.

- Achievements:
 - Make strong relationship for the strategic Telefónica business.
 - Promote the Cloud deployment by creating and managing the virtual infrastructure at Amazon Web Services, modeling it for internal and external customer usage. Implementing IaaS in a software sales oriented model.
 - Successfully created a "bridge" to the Spanish speaking Europe market.



Senior Sales Engineer, 2007 - 2009 at SupportSoft

- Southern Europe pre-sales responsible.
- Covering relationship with services providers and enterprise customers.
- Managing technical relationship with Telefónica and IBM.
- Specialist in ACS. CPE Management and Support Automation Tools.
- Achievements:
 - Consistently exceed sales goal by 20%, getting the Presidents Club recognition.
 - Successfully educate the Spanish automation support market in main customers like Telefónica.
 - Closing deals in and out the Iberia region, all around EMEA.



Strategic Consultant & SE / IT Solution Architect and Senior Project Manager, 2002 - 2007 at HP

- Presales and ITSM project management. Designing Software Solutions.
- ITIL and inventory tracking specialist.
- HP Inventory Manager responsible.

IT Junior Technical Consultant Associated, 2000-2002 at HP

- Presales and delivery for advanced inventory tracking solutions, ITIL and software distribution tools.
- Achievements:
 - Leadership in setting up strategy for Inventory Tracking and ITIL integration scenario.
 - Architect and designer of the HP Inventory Manager Solution (HPIM).
 - Leading gap analysis project for the physical move of Banco Santander to Boadilla.
 - 150% performance and quality objectives fulfillment.
 - Promoted to the top level senior Solution Architect.
 - '*Foundation Certificate in IT Service Management*' by 'Examination Institute for Information Science' (EXIN).



TV Self Promo Producer and Video Server Supervisor, 2000 - 2000 at Telemadrid

- Managing Video Server solutions and communication technologies.
- Writing, producing and editing TV self promo spots for the public Spanish TV in Madrid.
- Storyboard and scripting for short films.
- Achievements:
 - Introduce new technologies concept for video servers a non-linear editing system into a TV channel.
 - Creating a new effects and features portfolio for the TV self-promo edition.
 - Writer and Director for short films. Storyboard technics development.



Technical Engineer, 1997 - 2000 at Interisa Electrónica

- Firmware and software developer for ISDN and VoIP for Telefónica terminals.
- RTOS (Real Time Operative Systems) Expertise.
- Achievements:
 - Create the first ISDN and VoIP terminals in Spain to be sold by Telefónica.
 - Developing the use of ARM (Advanced Risk Machine processor) architecture in new generation's telephone boards.
 - First developer in use of Tornado VxWorks in real time operative systems. Tornado was previously used by NASA Mars Pathfinder project.

Languages (Spanish, English, French)

- British Council PROFICIENCY level in English written and spoken with some other graduates:
 - Dublin Trinity College.
 - New York Rennert Bilingual School.
 - C.I.D.I (Centro Internacional De Idiomas).
- Living some months in London, Dublin, Oxford, Cambridge, Washington, New York and California.
- Basic French knowledge. With temporary living in Paris.