

## Richard Ferraro

Senior Consultant at IOR Network for Talents

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### Summary

He is a Business Development Director with specific business expertise in Enterprise Software Sales, SaaS and new technology including Artificial Intelligence. He is also Visiting Professor at Barcelona Technology School lecturing on Digital Entrepreneurship, Innovation and Sales Management.

Richard's focus is helping tech start-ups scale up to their first \$100m in revenue by establishing an effective sales structure, strategic pricing and a high performance sales team.

Richard was previously at ShareMy3D as Chief Commercial Officer, helping the business establish itself in the B2C eCommerce vertical. Prior to that he was at Catchoom (spin-off of Telefonica) and Golden Gekko (now DMI Inc, a US developer of business critical mobile solutions) where he spearheaded global business development growth within a \$200m+ business vertical.

Richard wrote a book on mobile apps called "Location-Aware Applications" (ISBN 9781935182337) published by Manning Publications (USA) in July 2011: <http://www.manning.com/ferraro/> and described as 'the Rosetta Stone of location-based mobile services'. It is available on Amazon.com worldwide.

He has specific business expertise in Enterprise Software Sales, SaaS and new technology including Artificial Intelligence. He holds an MBA from EADA Business School in Barcelona.

## Experience

### **IOR CONSULTING - NETWORK FOR TALENTS**

**Senior Interim Manager** may 2019

Interim managers are experienced business leaders who are able to manage an organization through a period of change or transformation, provide stability to a business following the sudden departure of a senior leader, or provide a highly specialized skill set which a business may not have internally.

### **FACTIC**

**Chief commercial Officer** ago 2018 - present

- Go-To-Market planning and execution for disruptive Silicon Valley-based Artificial Intelligence Smart Manufacturing innovator providing automated decision-making SaaS
- Neural network-based predictive analytics enable savings of up to 20% in materials costs and up to 10% in purchasing costs as benchmarked with current clients
- Modular solution offered as B2B SaaS (free trial available) or On-Premise

### **FERRARO CONSUNTANCY**

**Senior Business Developer, Digital Innovation Advisor & Coach** sep 2017 - present

I help new tech ventures (startups or at corporate level) reach their first \$10m in sales by formulating an end-to-end Go-To-Market Strategy covering Strategic Sales, Marketing, B2B SaaS Business Development and Internationalisation.

I have worked 10+ years in software start-ups or scale-ups within Augmented Reality, Virtual Reality, Mobile Apps, eCommerce and 3D visualisation.

I also founded Digital Sapiens, the Digital Entrepreneurship Network in Barcelona, with the aim to inspire, help and connect 1000+ local digital entrepreneurs.

Sales services:

- Growing revenues from 0 to EUR 1m in 12-18 months
- Create and execute Go-To-Market strategies to grow client portfolio
- Company presentations/keynotes to promote the business/product
- Business prospecting for new sales leads and end-to-end management of sales pipeline including key client meetings and sales pitching
- Enterprise and SaaS software licensing pricing, sales and contract negotiations
- Sales tactical planning including monitoring event effectiveness through KPIs and attending global events in USA and EMEA
- Scouting for strategic business partners and take over candidates in the same or related industries
- Scouting for investors and potential acquirers

#### HR Services:

- Filling Interim commercial and sales C-level positions
- Leading high performance Inbound and Outbound sales team sourcing and recruitment adopting the Hubspot methodology

#### Marketing Services:

- Marketing tactical planning including monitoring event effectiveness through KPIs and attending global trade shows in USA and EMEA
- Brand and PR strategy development including selecting external PR resources

For more information about me, please visit: [ricferraro.com](http://ricferraro.com)

#### **DIGITAL SAPIENS NETWORK**

**Founder** feb 2018 - present

- Founder of the first international community of 1,000+ members in Barcelona exclusively for CEO's, Founders and Digital Entrepreneurs.
- Organiser of hands-on training events with professional trainers from Silicon Valley and Spain
- Digital Sapiens provides entrepreneurs with the tools to innovate and helps corporates with their Open Innovation programmes

#### **BARCELONA TECHNOLOGY SCHOOL**

**Associate Professor** may 2018 - present

- Professor for Mobile Business and Entrepreneurship within the Masters in Digital Solutions Development and User Experience (UX) Design
- Business Content Academic Co-ordinator across Masters programmes
- Mobile Business course covering: Digital transformation, Mobile Commerce, Business Modelling and Mobile App Distribution (ASO)

#### **BEBS BARCELONA EXECUTIVE BUSINESS SCHOOL (In Collaboration with University of Murcia)**

**Associate Professor** sep 2016 - present

- Lecturer in Innovation Strategy, Lean Management Methodology, Software IP & Licensing and International Marketing for Master in International Business Innovation and Master in Internationalisation & New Markets
- Project Tutor for Master in International Business Innovation Final Term Project

#### **SHAREMY3D (ACQUIRED BY COGNITE)**

**Chief Commercial Officer (CCO)** abr 2017 - sep 2017

\* ShareMy3D was acquired by Cognite AS in Sep 17 \*

ShareMy3D is an award-winning provider of a browser-based 3D viewing SaaS platform empowering enterprises to share 3D models of products easily, quickly and securely.

ShareMy3D provides solutions for eCommerce and is leading the transformation from flat, 2D product views to high quality, fast-loading 3D views directly within web browsers. No app downloads required.

#### Key Responsibilities:

- Setting ShareMy3D's commercial strategy and driving business growth by overseeing related marketing, sales, business development and customer company activities.
- Defining key eCommerce B2C verticals, closing B2B flagship accounts and setting sales strategy and tactics
- Developing relationships with strategic partners to support the distribution and sale of 3D viewing software. Examples include the Fashion Innovation Agency (FIA) of the London College of Fashion, focussed on trialling 3D product viewing for fashion eCommerce sites.
- Identifying, assessing and managing ShareMy3D's participation as keynote speaker and exhibitor at global trade fairs, summits and events

#### CATCHOOM

Catchoom, spin-off of Telefonica Digital, Red Herring Europe Top 100 Winner in 2013 and Gartner Cool Vendor in Digital Marketing 2013, is the global standard for image recognition and the easiest to use AR platform, with the most accurate image recognition technology in the market.

Used by Augmented Reality leaders like Layar (BlippAR) to power AR mobile browsers, Catchoom has endless commercial possibilities across the board, spanning Retail/E-commerce, OOH (Outdoor Media) to Printed Media. Corporate clients include Grupo Planeta, Bosch, JWT, Almirall, Condé Nast and Envision America.

Catchoom is used in m-commerce applications (snap a picture and add straight to shopping basket), mobile gaming (brand engagement with gamers by linking real and virtual worlds) and print/digital media (bring print to life and link physical objects to video or web content).

Catchoom's image recognition software is embedded in over 40m mobile apps worldwide and is known as the "Catchoom inside" for leading AR apps.

#### **Chief Officer Manager** jun 2014- feb 2017

#### Key Responsibilities:

- Setting Catchoom's commercial strategy and driving business growth by overseeing related marketing, sales, business development and customer company activities.
- Achieving Catchoom's quarterly and yearly sales targets. Global responsibility for Enterprise and B2B SaaS Software sales to SMB and Corporate customers.



- Global Account Director for Nordstrom, Shop.com, Palate Wizards, Grupo Planeta, Almirall, iQ Media, Plandent.
- Member of the Catchoom Board reporting to Catchoom's CEO.

#### Key Achievements:

- Developed partnerships with agencies, VARs and ISVs to build Catchoom's brand equity and revenue streams including IBM, Adobe, Bosch, IKEA and Unity Technologies.
- Built and managed sales and business development team.
- Built business case for opening of US subsidiary and managed New York office recruitment and sales staff.
- Identified, defined and managed Catchoom's global event strategy and participation in trade fairs, summits and events to achieve maximum ROI.

#### **Chief Marketing Officer (CMO)** ene 2013 – dic 2014

#### Business Development and Marketing Responsibilities:

- Build Catchoom's market position by defining, developing and negotiating business relationships at worldwide level
- Build Catchoom's brand positioning and value proposition in key verticals and geographical markets
- Set Catchoom's business development priorities and achieve quarterly sales targets
- Establishing strategic partnerships with OEMs, Software and Hardware providers to leverage the technology across multiple media
- Identifying and develop new SaaS and On-Premise market opportunities in key verticals
- Establish Catchoom's global Authorised Reseller Program and Channel Strategy to maximise sales reach and revenue share opportunities
- Close lighthouse accounts that showcase Catchoom's wide-ranging use cases and demonstrate its unique value

#### **GOLDEN GEKKO (ACQUIRED BY DMI INC.)**

#### **EMEA VP Sales & Business Development for Mobile** may 2010 - jan 2013

Golden Gekko (Acquired by DMI Inc. in October 2013) is the leading mobile solution provider in the world with 1500+ mobile sites and apps delivered since 2005. Clients include well over 150 brands and media agencies across the world covering operators, device manufacturers, FMCG brands, fashion & retail brands, travel industry, pharmaceuticals, fast food restaurants, beverages, automotive, media, enterprise software, governments, publishers, financial institutions, sports and more.

Using the latest technology, user interface design and development methodologies, Golden Gekko delivers mobile apps and sites for all devices and OS including iOS,

Android, Java, Blackberry, Symbian, Windows Phone, WebOS and Samsung Bada; that often have complex back-end integrations.

Its core offering consists of Mobile Strategy Support, User Interface and Interaction Design, Bespoke App and Game Development, Bespoke Mobile Website (XHTML and HTML5) Development, Backend Integration, Middleware and Content Management, and App Distribution.

Responsible for spearheading business development of Golden Gekko's services in Spain and EMEA, leveraging both Golden Gekko's current range of products and locally tailored mobile applications and mobile websites.

Business Development and Account Director for mobile phone manufacturers and mobile operators in Europe including Samsung, HP, Google, Nokia, Vodafone and Telefonica with sales in excess of EUR2m+.

Responsible for growing revenue in Spanish market by 150% within 12 months, over-achieving annual sales target after 8 months.

Technical sales covering all product areas of Golden Gekko, from iPhone/iPad development projects to Android, Blackberry and Symbian for both mobile marketing apps and business critical B2B apps. Completion of mobile-related RFIs and RFPs.

### **GEO ME (ACQUIRED BY GOLDEN GEKKO)**

**VP Sales & Business Development & Co-founder** jan 2008 - apr 2010

- Jointly founded with veteran mobile entrepreneur, Magnus Jern
- Innovative mobile venture offering a wide range of Location Aware smartphone applications, combining rich media, social networking and presence.
- Responsible for strategy setting, business development execution and hands-on management.
- Key Negotiator with European Mobile Telecom Operators in order to become an approved service provider
- B2B Channel Sales within Travel, Retail and FMCG Mobile Marketing market segments in US, EU and Asia
- Led successful exit sale to Golden Gekko

### **GSMA, HQ: Atlanta, USA**

**Mobile Programmes Director (Interim post)** may 2007 - dec 2007

Reporting to the COO managed a globally dispersed team, overseeing an emerging portfolio of events products. Worked across all GSMA departments to direct new product business plan development including: research, strategy, positioning, branding, product launches, revenue share partnerships, direct sales, sales collateral, and ROI review.

- Key Negotiator in signing a Global Marketing Partnership with Mobile Monday HQ
- GSMA Roaming Forum Organiser managing global event teams onsite in India, Hungary and Hong Kong

- Chairman of Technology Showcase Working Group tasked with interweaving innovative mobile technologies in the fabric of the Mobile World Congress (ex-3GSM) in Barcelona
- Project manager on European Development team working on dot.mobi projects in association with mTLD

#### **DELPHIN PROJECT HUNTING**

**Senior Business Development Consultant** jun 2006 - may 2007

Senior Marketing Consultant – process improvement and IT consultancy in the real estate and consumer product sectors for Small and Medium Sized Enterprises

- Developed and marketed an innovative tool to manage client feedback according to their position in their customer lifecycle
- Preparation of sales presentations and client bids to commercial prospects

#### **MARCUS EVANS, HQ: LONDON**

**Senior Sales Manager** jun 2005 - may 2006

Commercial Sales Executive within European Business division

- Achieved top team regional sales twice running with commercial projects in Global Location Branding and Corporate Branding Strategy areas
- Jointly developed new events in new markets together with the internal research and customer intelligence departments

#### **MICHELIN, HQ: CLERMONT FERRAND, FRANCE**

**European Project & Change Manager** 2003 - 2004

European Project Manager within European Shared Services Centre (SSC) overseeing ORACLE deployment in UK, Spain, France and Italy

- Deployed new Order-to-Cash purchase ordering process using ERP software solution within Marketing & Sales area of Michelin UK
- Conducted European review of project accounting processes in major EMEA business units, developing and applying an agreed best practice model
- Acted as business process expert during 12 month deployment of software solution package in 3 German subsidiaries within multicultural project team

#### **UBS INVESTMENT BANK (UBS AG,HQ: ZURICH, SWITZERLAND)**

**Global Primary Equities Controller & Project Manager** 1999 - 2002

- Global Sales Controller for New Equity Issues (including IPOs), Block Trades and Convertible Bond Issues within UBS Investment Banking division
- Responsible for policy setting and review of 5 global locations grossing US \$500m in annual revenues
- Conducted in-depth process review with Equity Markets department to address key weaknesses, resulting in dramatic time savings
- Project Manager investigating legal reporting requirements of a Swiss banking subsidiary

#### **UNILEVER PLC, HQ: LONDON/AMSTERDAM**

**Intern, Unilever Leadership Internship Program** jun 1993 - aug 1993



Marketing intern reporting to UK Marketing Director with responsibility for developing use cases for an innovative fragrance within the cosmetics industry. One of only 20 interns selected out of 3000+ applicants across Europe.

## Education

### **EADA - Escuela de Alta Dirección y Administración**

MBA, Master in Business Administration 2004 - 2005

### **In Company Training**

Prince2, Project Management Methodology 2004

### **BPP University**

CIMA, Management Accounting Professional Qualification (ACMA) 1996- 1999

### **The University of Sheffield**

Bachelor of Science (B.Sc. Hons), Human Geography 1991 – 1994

## Languages

- **English:** bilingual
- **Italian:** bilingual
- **Español:** profesional