

Pierre MASSIMELLI

Corporate Strategy Director



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EXPERTISE

- CROSS-FUNCTIONAL PROGRAM GOVERNANCE
- BUSINESS STRATEGY & EXECUTION
- DATA-DRIVEN THOUGHT LEADERSHIP
- TRANSFORMATIONAL PROCESS DEFINITION
- SAAS SOLUTION SELLING
- HYPER-GROWTH SCALING
- GLOBAL & REMOTE TEAM MANAGEMENT
- COACHING & TALENT MANAGEMENT

SKILLS

| | |
|--------------------------------------|---------|
| Process Optimization / Effectiveness | ● ● ● ● |
| Stakeholder Management | ● ● ● ● |
| Planning / Program Management | ● ● ● ● |
| Communication / Presentation | ● ● ● ● |
| Network at C-Level | ● ● ● ○ |
| New Technology Self-Enablement | ● ● ● ● |
| Low-code, Intelligent Automation | ● ● ● ● |
| CRM, Customer Engagement | ● ● ● ○ |
| AI, ML, NLP, RPA, Analytics | ● ● ● ○ |
| Pega Certified Sr. System Architect | ● ● ● ● |

LANGUAGES

- **FRENCH** Native speaker
- **ENGLISH** Fluent

PROFESSIONAL PROFILE

High performing, outcome-driven, and metrics-oriented program manager with a seasoned experience in heading cross-functional initiatives with alignment, collaboration, and a deep sense of accountability. Customer-centric visionary with a proven track record in defining strategies, connecting and uniting business units, and executing transformational programs to drive effectiveness and scalability. Passionate, proactive, and innovative technology trailblazer always willing to disrupt the status-quo and stretch the limits of existing organizational models to attain business objectives through an out-of-the-box problem solving mindset. Accomplished change agent with extensive expertise in assembling remote teams and building new global departments from scratch within hyper-growth organizations. Approachable, trustful, and human-centric people manager, with a strong ability to infuse passion, coach large global divisions and nurture future leaders.

WORK EXPERIENCE

Pegasystems (\$1.01B in revenue in 2020)

DIRECTOR, DEMO EXCELLENCE 2019 - Present

Responsible for driving consistency of message and economies of scale through higher productivity, repeatability, and reuse in the early stages of the sales cycle leveraging impactful, high-quality demo assets, available in multiple digital formats (video, presentation, live). Supported internal business units are Product, Marketing, Sales, and Consulting as well as Partners.

- » Scaling this pilot from a start-up mode into a well-oiled factory producing 130+ demos in 2021 across Financial Services, Insurance, Healthcare, Communications & Media, Manufacturing, Government, and Intelligent Automation – now expanding to additional industries and go-to-market strategies
- » Managing up to 50+ individuals including managers spread across EMEA, India and US with a great variety of roles and experiences
- » Founding a mix of on-shore and off-shore new functions (e.g. localization, content management, UI/UX, video production, creative marketing, engineering)
- » Establishing a new set of processes, and clear areas of responsibility using RACI models to enable collaboration with alignment across multiple functions
- » Setting up KPIs and metrics to measure demo impacts (usage: 30000+ executions per month, adoption: 83% of consumers, NPS: 66, bookings: \$262M)
- » Kicking-off and leading major transformational and cross-functional initiatives aiming at simplifying access to demos to our customer base, improving the buyer experience and reducing the demo time to market (from months to weeks)
- » Sponsoring inclusion and diversity with varied cultures, backgrounds, time zones and skills (36% female, 13 nationalities, 14 languages, 16 locations)
- » Pioneering demo access to the Partners ecosystem at Pega and infusing reuse across 1,200+ demo environments including 125 for partners
- » Promoting and presenting department's value added and benefits as a spokesperson to different stakeholder groups varying both in size and in hierarchy levels (up to the SVP level internally and C-Level for partners)

EDUCATION

2021-2023 (in progress)

International Executive MBA (#1 WW)

HEC Paris – Paris, France

2015

Manager Certificate Program

Pegasystems – Cambridge, US

2014

Advanced and Personalized Business English Language Immersion Program

Citylangues – Portsmouth, UK

2010

Technology Integration and Technology Architecture Schools

Accenture – Milton Keynes, UK

2009

Project Management - Estimating, Work Planning, Monitoring

Accenture – Milton Keynes, UK

2006

Core Consultant School and Solution Delivery Fundamentals

Accenture – Chicago, US

2006

Master of Science (MSc) in IT

EPITA – Paris, France

Engineering degree in Computer Sciences

AWARDS

January 2014

NOMINATION FOR SOLUTIONS CONSULTANT OF THE YEAR

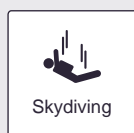
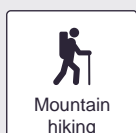
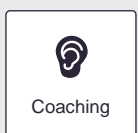
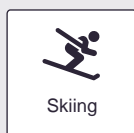
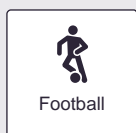
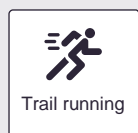
Pegasystems

January 2013

MEDALLION CLUB WINNER

Pegasystems

HOBBIES



WORK EXPERIENCE

(CONTINUED)

Pegasystems (\$683M in revenue in 2015)

(SENIOR) MANAGER, SALES ENGINEERING 2015 - 2019

Head of Sales Engineering in EMEA, responsible for jointly driving the sales strategy with the Account teams based on thorough evaluation of the customers' challenges. Building tailored POCs to delight and "wow" them with Pega differentiated value proposition through compelling and innovative journeys.

- » Transforming internally with demo tooling and automation to reduce demo friction in all Sales stages by minimizing demo preparation time and freeing capacity for customer engagement – reducing time to demo from 3 days to 4 hours
- » Accelerating the sales process by making demos more impactful, personalized, and reusable through a pivot to a new POC proactive methodology – \$67M+ bookings in 2019: 35% of worldwide total
- » Increasing the conversion rate on average by 11% for deals supported by the team since 2017 by ensuring effective POC resourcing and execution
- » Reducing cost of sales by 66% by embracing a near-shore model with a new team of 6 sales engineers into a new location and newly created office in Poland
- » Recruiting top talents, growing the skills/effectiveness of existing sales engineers, and cultivating the next level of leadership while managing a 350% team growth across 9 different countries – up to 18 individuals in 3 years

Pegasystems (\$462M in revenue in 2012)

SENIOR / PRINCIPAL SALES ENGINEER 2012 - 2015

Articulate and promote Pega value proposition to target accounts through presentations and POCs, highlighting both business benefits and technical differentiators. Demo stories defined based on business strategy analysis, operational walkthrough to understand client's challenges and technical issues.

- » Leading teams from other internal groups to support large and complex POCs (design and build) with significant wins across multiple industries and solutions
- » Presenting prototypes to client stakeholders ranging from Enterprise Architects up to C-Level Executives during workshops and marketing events
- » Initiating innovative standard solutions, reusable across multiple sales campaigns saving thousands of hours to 200+ presales consultants globally and even influencing Pega go-to-market repositioning to CRM market in 2015

Accenture (\$29.78B in revenue in 2012)

ANALYST TO MANAGER 2006 - 2012

Different roles over the years such as Functional & Technical Consultant, Technical Architect, Project Manager or Presales Manager supporting international clients from Europe, North America, and APAC. Clients operated in multiple industries: Communications & Media, Financial Services, and Insurance.

- » Leading design, delivery, and support for WSS, eCommerce, VOD platforms
- » Managing a close communication with stakeholders including Marketing and IT
- » Managing the outsourcing of functions to India with both remote and onsite enablement, coaching, knowledge transfer around the project methodology
- » Preparing answers to RFx, comparing functional and technical architectures, and building POCs with solution vendors (like Pega)
- » Heading a development team from 2 up to 13 internal/external members in charge of implementing web portal solutions
- » Creating a new practice showcasing BPM solutions for their model-oriented architecture and defining new business offerings with strong differentiating values