



## Javier Naranjo

Calle Brescia, 9, 3D  
28028 Madrid. SPAIN

+34660327265  
javier.naranjo@gmail.com

Born in Madrid on June 1<sup>st</sup> 1975.  
Married.

### Professional Profile – IT Education

(High Technical Informatics Engineering by University of Madrid (UAM) Graduate - Year 1997)

- Iberia Regional Sales Manager for Consona CRM Inc in Iberia: Managing the full relationship with the main customer **Telefónica-Movistar**, Operations, Networks and Procurement areas during 6 years. Building the partnership relation with **IBM**.
- Expert in Cloud Computing, Thin Computing and Virtualized Environments. Including Citrix and VMware. Thin Client expertise and ITIL processes.
- Managing direct relationship with system integrators, resellers and distributors like IBM, NEC, Ernestel, Aryan, Afina and Albora -IngramMicro.
- Leader, architect and designer of the HP Inventory Manager Solution (HPIM), Asset Management and ITIL Solutions for **HP Services** (Consulting and Integration in Spain). Sales and pre-sales experience with inventory solutions and integration into the HP Service Desk CMDB.
- Pre-Sales System Engineer for Support Automation Tools and ACS for CPE Remote Management & OSS Integration.
- IT Technical Solution Architect and ITSM Senior Project Manager Consultant in a wide variety of business applications.
- Web, brand and marketing strategy design for the HP Inventory Manager Solution including Logo Identity design, Website environment, Brochures, PPT Solutions, Datasheets, Video and promo stuff. Optimization processes for the best tool and solution appearance. Product adaptation and standardization for the different targets.
- Concept, idea and design for the brand: <http://www.worldincident.com> for a potential new company. And also the Spanish version at <http://www.worldincident.com/resolving.es>
- Concept, idea and design for the online record store: <http://www.ojrecords.com>
- HP Openview: (Operations, Network Node Manager, Service Desk, Internet Services, Service Reporter, Data Protector, Service Navigator, Inventory Manager, Rapid Deployment Pack).
- Processes Management and full knowledge of the ITIL and Asset Management Lifecycle Tools (Altiris, Radia, Peregrine)
- Experience in Service Management, SLAs and SLIs. IT Service Level Management.
- 'Foundation Certificate in IT Service Management' by 'Examination Institute for Information Science' (EXIN).
- Mobility designs and management tools integration for mobile devices. Apple iPhone, PDA, iPAQ.
- Great experience in Embedded Systems Programming and Real Time Operative Systems (RTOS): VxWorks.
- ISDN and VoIP embedded designs. Architect for the Telefónica ISDN NOVACOM series, EUROMIX II and Analog DOMO phones.

## Professional Profile – Multimedia Education

(Television and Cinema Master Degree by Complutense University of Madrid and Telemadrid TV National Channel Graduate – Year 1999)

- 1st Graduate Price.
- Deep knowledge in structure and running a TV as a corporation.
- TV Channel Management.
- Programming TV and audience study cases.
- Video Servers, Digital TV and Satellite.
- Creation and production of a TV program.
- Edition and filming and advanced digital postproduction.
- Scripting and writing plots. 'Bibles' for fiction series.
- Full knowledge in linear and no linear movie and sound editing: Beta-cam Digital, Avid, Premiere, Pinnacle Professional.
- Consultant starting up Madrid public transport TV channel, CMM (Canal Metro Madrid) for the TV Trans Corporation.
- Fiction and documentary short-films maker. Director for two short-films with awards in national festivals.

## Work History and Experience

(Sales and Technical Engineering roles)

- INTERISA ELECTRÓNICA: Engineer during 3 years (October 1997 – August 2000) developing ISDN and VoIP Embedded Systems for TELEFÓNICA (MOVISTAR).
- HEWLETT-PACKARD ESPAÑOLA: Senior Consultant and Project Manager (CA3) during 3 years in Consulting & Integration for ITSM, IT Life-Cycle Management (August 2000 – December 2002). Solution Architect (TC1) during 4 years in C&I and HP Software (January 2003 – January 2007). For a total of 7 years in HP.
- SUPPORTSOFT: Senior Software Pre-Sales System Engineer, Iberia and Southern Europe responsibility. <http://www.supportsoft.com>, <http://www.support.com> (January 2007 – June 2009).
- CONSONA CRM: Iberia Regional Sales Manager and EMEA technical responsibility. <http://crm.consona.com>, <http://www.consona.com> (since June 2009, when SupportSoft was acquired by Consona). Managing **Telefónica** customer account and **IBM** partner account.

## Work History and Experience (II)

(TV and multimedia roles)

- TELEMADRID: Scriptwriter, Editor Producer and TV consultant during 1 year in Image and Self-promotion department. <http://www.telemadrid.es>. Part time during 1999-2000.

## 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.

## Actual Labour Conditions

(Package - gross)

- Salary: **CONFIDENTIAL** (contact me for details on the OTE) + Social Benefits: Car Allowance, Private Health Plan (Sanitas), 9000 Annual Stock Options, Life Insurance, Disability Insurance, Pension Plan.

## Advantages Resume for Sales and Marketing Dep. in Virtualization, Telco, ITSM & SW Companies

- Sales, Pre-sales and Consultant delivery experience.
- Cloud Computing, Thin Computing and Virtualized Environments. Including Citrix and VMware. Thin Client expertise
- Complete and wide understanding and contacts regarding Telefónica company from Operations to Procurement areas.
- Fluent and frequent contact with main IT and DSP managers in the Iberia region companies.
- ITIL Solutions and integrations. ITSM Suite Tools.
- Marketing design experience. Web designs and branding. Product adaptation and standardization.
- Experience managing RFP, RFI, PoC. Sales and Technical offers.
- Expert in HP Consulting Inventory, Asset Management and CMDB Projects.
- Supervising the integration of Peregrine Solutions (Asset Center & Service Center) into the HP Software portfolio
- Proven experience in Pre-sales and deployment in consulting projects using ITSM products in famous projects like:
  - Very hard and successful ITSM tool implementation in ICM to manage (deployment and inventory) teacher's iPAQs and servers in schools.
  - Responsible for the physical move of SANTANDER CENTRAL HISPANO Bank. With hard Gap Analysis, Logical and Physical Inventory.
- Experience in ITSM area inside HP Services, familiar to all HP departments in Software, Sales and Services Consultant.

### Customers:

- Familiar to main Spanish, Portuguese and Italian IT and DSP customers. Good sales experience with:
  - Telco: TELEFONICA, VODAFONE, ONO, SONAE, TV CABO, PT COM, FASTWEB, JAZZTEL.
  - Bank: BSCH, BBVA, LA CAIXA, BPI.
  - Public: ICM (INFORMATIC COMMUNITY OF MADRID), MINISTERIO DE SANIDAD, MINISTERIO DE HACIENDA. ADIF.
  - Industry: CARREFOUR.
- Familiar to main Spanish system integrators, resellers and distributors like:
  - HP, IBM, NEC, ATOS ODS, IECISA, INSA, Ermestel, Aryan, Afina and Albora-IngramMicro.

### Technical background:

- Virtualized Environments: VMware View, Citrix, RDP and Thin Client tune up and configuration.
- Dashboards Console Designs
- WEB Programming: ASP, JavaScript, .NET
- Programming languages: Visual Basic, C++, Java. Scripting (Perl, VBS,...)
- Designs to access Database models. Database and Entity Relationship (E-R) models: Oracle, SQL.
- Analysis and model for loading information: Advanced XML.
- Reports design: Business Objects, Crystal Reports.
- Advanced Graphical and WEB Design: Photoshop, Macromedia Suite (Dreamweaver, FireWorks).
- Personal designed webs: <http://www.xtatica.com>, <http://www.pjcollectors.com>, <http://www.ojrecords.com>, <http://www.xtatica.com/jotandar>, <http://www.xtatica.com/vicspeed>, <http://www.worldincident.com>, <http://www.worldincident.com/resuelving.es>, <http://www.theblueroosters.es>, <http://www.pisotorrejon.com>