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Lorenzo Barbieri
lorenzo.barbieri@outlook.com
www.lorenzobarbieri.info

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Profile

From the moment I turned on my Vic-20, 40 years ago, I knew my life was aimed at technology. I have always been the first in line to evaluate new products, services, gadgets, especially those which promise to change people's lives. I have always been a tech superhero.

After all these years, my personal mission went from changing the world through technology to improving the world, one human interaction at a time. Changing the way people live in the digital age is possible only by addressing the human factor, technology alone is not enough.

My proven track record of driving sales involves creating connections, building communities, challenging views, delivering value, and going the extra mile. I've a deep business knowledge of Manufacturing, Automotive, and Construction business, coupled with a broad knowledge of ISVs and Microsoft partners.

As a Cloud Architect and Evangelist, I have presented technical and business content to a wide range of different audiences, from executive meetings to large developer conferences, including many online and in-person events, and I was recognized as the "best speaker" multiple times, thanks to a clever mix of storytelling and knowledge.

I have a deep expertise in Application Innovation and Modernization in the Cloud, Cloud Native and, of course, on-premises solutions. I can drive product development and technical teams.

So, if you are ever in need of an evil genius being able to impact deals through human interactions and technology, look no further. I am the right person to help with your business!

Technical Skills

Cloud: excellent knowledge of the Microsoft Azure and Microsoft 365 platforms. I wrote a **book called Application Modernization on Azure Succinctly** and a book about **Serverless on Azure**.
AI: very good knowledge of Azure OpenAI, ChatGPT and LLMs in general.
DevOps: very good knowledge of Azure DevOps and GitHub.
Programming languages: very good knowledge of C# & .NET, knowledge of Java, Python and NodeJS.
Certifications and awards: 50+ Microsoft certifications, including Microsoft Certified Trainer (since 2000). Certified PROSCI Change Practitioner. 1 Microsoft award for customer satisfaction. 3 Microsoft MVP Awards.

Soft Skills

Public speaking: I wrote *three books* called *Public Speaking for Geeks Succinctly, Beyond Public Speaking for Geeks Succinctly*, and *Successful Remote Working Succinctly.* I delivered more than twenty workshops about public speaking in conferences like Microsoft Ignite, Codemotion, PyCon Italy, WPC, and many others across Europe.
Community Relations: I helped creating more than 10 Microsoft communities in Italy and, as part of my job, I've created business communities with Microsoft Partners, like the Partner Pledge community and many others.
Coaching and mentoring: I coached more than thirty colleagues and other professionals across the last 10 years.
Languages: Italian: native speaker. English: C1 – proficient user.

Current Role

SoftwareOne: Principal Consultant – from December 2023
I'm working with customers to envision, prototype and implement solutions based on Microsoft 365, Azure, Copilot and Generative AI.

Previous Experiences

Microsoft: Senior Technical Architect – May 2022, November 2023
I managed the Manufacturing Experience at the Italian Microsoft Technology Center, where I delivered more than one hundred engagements on **Microsoft Italia big enterprise customers in the Manufacturing, Automotive, Construction and ISV business,** including Envisioning Workshops in the Microsoft Theater, Strategy Sessions, Architectural Design Sessions, Rapid Prototypes and Hackathons. Most of the engagements discovered and delivered value, helping to drive further sales.

Microsoft: Senior Cloud Solution Architect in the Partner organization – November 2016, April 2022
I worked with the **top Italian and Western Europe partners and ISVs**, on Application Innovation and Modernization in the Cloud. I helped partners migrating and innovating customer solutions in the cloud (Azure, Microsoft 365, and Teams Platform).

Microsoft: Senior Technical Evangelist – July 2009, October 2016
I collaborated with **National Consumer ISVs on Top Windows Apps, Microsoft Azure, and Office 365 development**. The list included big Italian and international companies like Mediaset, Poste, Sky, RCS, Telecom Italia, Rai and I also worked with Unicredit, Banca Intesa, and with many other banks, ISVs and customers.
I also worked with Microsoft and 3rd party communities and influencers, **speaking at big events and organizing and delivering more than 300 events**, devcamps and other kind of technical meetings all around Italy. I was part of the **Windows Phone growth in Italy**, driving the growth of Windows Store and helping positioning Windows Phones in many events.

Microsoft: Technology Sales Professional - April 2008, June 2009
I started in Microsoft as a *Technology Sales Professional* in the **Visual Studio ALM team**, meeting enterprise customers and top partners interested in adopting Visual Studio and ALM.
I organized big events and talked at big conferences and at community events about Visual Studio ALM and TFS (Azure DevOps).

ObjectWay Spa: Principal Consultant and Practice Leader - October 1999, April 2008
I started as a senior Windows programmer, then in three years I became **responsible for Microsoft Practice**. At the beginning it was a pure technical role (I was responsible for many Microsoft projects, from acquisition to delivery), then a Microsoft Practice was officially formed, and **I was the manager of 10 FTEs and 8-15 external consultants**.

During the University years, 1993-1999, I worked as a commercial game developer. Thanks to that experience, I learned deep troubleshooting and problem-solving techniques, that I still use today.

Education

Politecnico di Milano: MD in Computer Engineering, 1999.
Engineering State certification exam passed, 1999.

ITIS G. Riva: High School Diploma with highest honors, Electrical Technician, 1992.