



MAURIZIO LA ROCCA

CEO&CTO

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Skills

MANAGEMENT



Recognized as a builder and leader of high performance teams by engendering a culture of trust and collaboration and valuing ongoing training and development to build skills and professionalism.

Exemplary interpersonal, leadership, communication, and presentation skills.

SALES



- Sales Methodology
- Relationship Building
- Leads Generation
- Opportunity Identification
- Client Relations
- Profit Generation
- Value Added Selling
- Team Collaboration
- Negotiation Techniques

TEAMWORK



Ability to clearly communicate ideas with the group via phone, email, and in person.

Ability to mediate and negotiate with team members and make sure everyone is happy with the team's choices.

PROBLEM SOLVING



Microsoft Office



Summary

Visionary leader bringing over 20 years of experience in implementing successful sales strategies and motivating highly galvanized teams to produce significant bottom-line results. Adept at designing and executing effective sales strategies to optimize market opportunities.

Recognised for talents in strategy development and providing corporate vision. Converts strategic plans into tactical reality through guiding companies in establishing themselves as viable business. Devises and implements new programs and initiates successful processes to produce new product with maximum revenue.

Exemplary communicator with the passion and drive needed to cultivate and foster professional and profitable relationships while maintaining trust.

Skills Summary

Diversified background in operations and engineering management. Distinguished for an entrepreneurial mindset, creative problem solving, cross-functional teams and a bottom-line orientation.

- *Offers innovative solutions to operational challenges and leverages decisiveness to implement solutions while minimizing risk and maximizing performance.*
- *Expert in transforming strategic plans into tactical initiatives for national and international programs.*
- *Motivator and coach combining business acumen with analytical depth to align operational efficiencies with corporate goals.*

Work History

2010 - PRESENT	<p>CEO and CTO laroccasolutions</p> <p>Turned entrepreneurial vision into reality by building an innovative business focused on research, development and integration of new technology applications into the telecommunications market.</p> <p>Defined strategy across all core business functions including product development, quality, sales and marketing as well as the business transformation by including IT into laroccasolutions portfolio.</p> <p>Achieved considerable recognition with laroccasolutions being named among one of the top TELCO supplier. Achieved important partnership with international TOP Brand into TELCO & IT world.</p> <p>Effectively managed a company growth during market fluctuations by constructing multiple business plans and budgets.</p>
2007 - 2013	<p>PARTNER SILENZIO</p> <p><i>"Silenzio" is the way that telecommunications works. It is the magic of RF.</i></p> <p>Specialists in in-building cellular wireless coverage solutions. Generated new sales opportunities by developing relationships with new and existing clients through individualized account management with MNO, equipment manufacturers, service providers and infrastructure owners. Forecasted and reviewed existing client contracts and created comprehensive reports for each target region on a quarterly and annual basis.</p> <p>Developed a new sophisticated way to audit any existing solution, to give an unbiased evaluation of Key Performance Indicators (KPIs).</p>
2010 - 2010	<p>INTERIM SALES DEVELOPMENT MANAGER DELO</p>

Great knowledge of Microsoft office for both OS: Windows and Mac

Wordpress



Adobe Creative Cloud



English



Full Professional Proficiency

Accomplished business development leader driving revenue through building and maintaining client relationships. Creative and dynamic marketer with proven expertise in consistently penetrating new markets to ensure sustainable revenue growth. Leverages exemplary communication and in-person meetings to establish presence and build a positive brand while fostering continuous client engagement. Adept at working effectively to achieve goals both as a cross-functional team member and individual contributor.

- Strategic Planning
- Revenue Enhancement
- Solution Selling
- Relationship Building
- Research & Analysis
- Project Management
- Process Improvements

2008 - 2010 SALES DEVELOPMENT MANAGER
ASK-ITALIA S.R.L.

Supervised churn and revenue retention by enhancing customer service levels and product migration as business needs changed.

Exhibited vast experience in developing network expansion plans in growth areas. Successfully created and implemented a marketing strategy to lead "underwater" investments to a positive return status.

Exhibited a heavy knowledge base focused on Wireless & Wireline solutions. Demonstrated a solid finance background centered on internal return rate and positive cash flow for project expenditures.

- Strategic Planning
- Revenue Enhancement
- Solution Selling
- Relationship Building
- Research & Analysis
- Project Management
- Process Improvements

2007 - 2008 AREA SALES MANAGER
FEDERAL TRADE

Frequently closed deals that served to increase company share. Concurrently managed multiple accounts. Utilised strong analytical and problem solving techniques in order to deliver the correct products to their respective clients. Especially focused on NEMO Tools (ANITE)

- Closed business with Telecom Italia, WIND, Vodafone.
- Opened first contacts & opportunity with H3G as a new customer
- Achieved sales in Malta
- Technical workshops organized throughout Italy
- Establishment of business winning Channel partners and resellers throughout regions

2006 - 2007 ENGINEERING CONSULTANT
ALCATEL LUCENT

Key member of the Engineering team responsible of the Italian Tunnels coverage's improvement.

Traveled nationally to identify new opportunities and effectively designed new DAS systems spanning across the country. Planned and executed work strategies.

Cultivated business partnerships, built an important DAS system (Tangenziale di Napoli) and created new networking opportunities. Managed new and existing client projects including complex DAS multi MNO.

Key member of radio frequency team to design and install Indoor DAS Systems all around Italy in tunnels, Shopping Centers, Train Stations,...

Key member of Drive Test Optimization team thanks to deep knowledge of NEMO & TEMS tools.

PRINCIPAL RESPONSIBILITIES:

- RAN-Radio Planning on Indoor Projects (DAS systems);
- Conduction of Drive Test for GSM/UMTS optimisation with NEMO

- tools & TEMS;
- Activity of pre-analysis, pre-reporting, post-analysis and reporting;
- Design and realisation of many Tunnels coverage throughout all Italy;
- WI-FI Planning and Optimisation;

2004 - 2007 ENGINEERING CONSULTANT
AIRCOM INTERNATIONAL

Poised and articulate professional with exceptional skills in supporting all team with a leadership view in the development and implementation of company business. Immediately demonstrate his personal value by hitting any business goal.

Trained in conducting research and analyzing and interpreting data to aid in decision-making efforts.

Adept at communicating across diverse international audiences and collaborating cross-functionally to achieve corporate objectives.

Creative and innovative thinker with strengths in aiding in the delivery of professional results and flows optimization.

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PRINCIPAL RESPONSIBILITIES:

- RAN-Radio Planning on Outdoor and Indoor Projects (DAS systems);
- Conduction of Drive Test for GSM/UMTS optimisation with NEMO tools & TEMS;
- Activity of pre-analysis, pre-reporting, post-analysis and reporting;
- Design and realisation of many Tunnels coverage throughout all Italy;
- WI-FI Planning and Optimisation;
- **Eurotunnel indoor coverage design**

San Peter Square Coverage Optimisation

In order to increase quality offer to his customers, **TIM expanded its 4G network in Rome** during preparation phase of **Extraordinary Jubilee**.

To ensure its customers a network capacity and performance at the highest levels as always offered, TIM installed new generation "MULTI-BEAM antennas from CCI" using reliable technology partners and high-profile partners as laroccasolutions, already involved successfully in EXPO2015 project.

EXPO2015: Feeding the Planet, Energy for Life

Expo Milano 2015 (1st May - 31st October 2015) has been the first Exposition in history to be remembered not only for its products but also for its contribution to education on food and the planet's precious resources. Visitors experienced a unique journey looking at the complex theme of nutrition. They had the possibility to take a trip around the world, sampling the food and traditions of people from all over the globe.

Our customer requires a monitoring of EXPO2015 Area 24/7 in order to assure to their customer the BEST USER EXPERIENCE.

Thanks to my expertise our customer choose laroccasolutions as partner to achieve this control.

Education

1994 - 2007 University Degree in Telecommunications
[University of Rome "LA SAPIENZA"](#)

1989 - 1994 Telecommunications Engineer

Hobbies

- **MUSIC:** Acoustic Guitar Player, Blues, Jazz, Rock
- **MARTIAL ARTS:** Muay Boran & Muay Thay Expert
- **FITNESS:** Body Building, Calisthenics, Cross Fit, Running