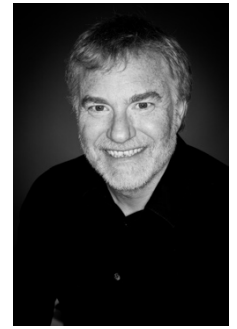


MICHAEL J. FINOCCHIARO 2 May 1969 (51) mail: michael@finocchiaro.consulting
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(please refer to my <http://linkedin.com/in/mfinocchiaro> for complete details on my references)

Senior Architect / Technology Evangelist

Founder and CEO of Finocchiaro Consulting, LLC and TransformIT Consulting, SAS
30 years of experience in Digital Transformation and Technical Evangelization

EDUCATION

- 1993 **Post-Graduate Master Studies in Mechanical Engineering with minors in Computer Science and Electrical Engineering** - Emphasis on computer graphics, application programming interfaces (APIs), graphical user interfaces (GUIs), robotics, computational fluid dynamics (CFD) and data visualization.
- 1991 **Bachelor of Science Mechanical Engineering**, University of Florida
- 1987 Coral Gables **High School Diploma**, 4.0 / 4.0 GPA

TECHNICAL COMPETENCIES

- **Synthesis** of complex systems and technical subjects for comprehension at management level, a peer level, a customer level, and a strategic level adapting the message to the audience
- **Leading customer workshops** and executive level meetings around technical topics varying from introduction to closing phases of the deal including identifying potential inhibitors to success or new opportunities
- **Evangelization** of platforms, products, and technologies in terms of material production, website content creation, and public speaking with a strong focus on customer value
- Technical and marketing material creation and publication requiring two-way **communication with R&D** and with the field to gather requirements and remove technical barriers to success
- Expertise in **cloud technology** and **cloud deployment** including creation of all customer-facing cloud materials and enablement programs
- **Managing dispersed, global teams** for customer workshops and the production of enablement materials
- **Community building** experience including recruiting 2000+ members, evangelization and monthly webcasts
- **Conceptualization** and **realization** of extensive and comprehensive training / enablement programs
- **Mentoring** in areas of recognized global expertise such as **platform architecture, cloud concepts and architecture and PLM** for the global DS ecosystem of employees and partners
- **Product marketing** for platform including **go to market strategy** and in-depth **competitive analysis**
- Expertise in **network infrastructure** and **hardware** specifications, **tuning** methodologies, **Agile** methodology and **DevOps** concepts
- Fluency in terms of understanding **Java code** and expertise in **tuning Java Virtual Machines**
- Expertise in **Oracle Database** conceptually as well as **database tuning**
- Three-time speaker at the prestigious **JavaOne** Conference in San Francisco

APPLIED SKILLS AND TECHNOLOGIES

IOT – Performed competitive analysis of current IOT platforms (PTC ThingWorx, Siemens MindSphere, DS Apriso/EXALEAD) for PTC Corp; worked on IOT startup to create an IOT platform for DS **3DEXPERIENCE** and CATIA.

VR-AR & 3D – Worked for the past 30 years on visualization and 3D modeling with DS and PTC. Some customer projects include DMU work at Airbus and McLaren.

Industry 4.0 – Most of my work has been focused on helping customers make the leap from previous technologies which were silo-based towards interconnected, powerful platforms such as Windchill and **3DEXPERIENCE**. Some of my customers include Boeing, General Electric, Framatome, SNECMA, DCNS/Naval Group, Airbus Defense & Space, Siemens Transport, BOBST, Meyer Werft, Foxconn, Guangzhou Metro, Toyota, and many others.

Cloud – From the beginning of the current cloud wave, I worked at DS on both the marketing and technical side for the go to market of the DS Public Cloud including writing the webpages, creating white papers, generating training materials and curricula. At XDI, I was responsible creating a cloud platform to deliver 3DEXPERIENCE as well as virtualized training to XDI customers. This work included creating an ecosystem of technology partners for virtualization of 3D workstations, internet security, and print/queue management.

Technical Evangelization – Spokesperson for 3DEXPERIENCE including widely-read articles on LinkedIn, public speeches at user and vendor conferences, video on YouTube (<https://youtu.be/tLno4rXMwyg>).

WORK EXPERIENCE

2017-now
(3 years)

CEO and Founder

Independent PLM Consultant and Entrepreneur

Finocchio Consulting, LLC (Miami, FL)

TransformIT Consulting, SASU (Paris, France)

- ✓ **Independent Consultant** delivering 3DEXPERIENCE expertise to several customers such as General Electric Medical Devices.
- ✓ **Market Analyst** delivering a comprehensive report of over 100 pages for a customer on their market and competitors.
- ✓ **Innovation Sub-contractor** for XD Innovation in charge of building a cloud portfolio and creating more innovative ideas and business solutions around 3DEXPERIENCE, training, and enhancements to the cloud.
- ✓ **Performance Expert** delivering missions to several customers around performance of 3DEXPERIENCE platform including BOBST and General Electric-Medical.
- ✓ **Thought Leader on PLM** writing multiple articles on LinkedIn with thousands of views to educate readers about 3DEXPERIENCE as well as keynote speaker at two successive COE conferences (Best Speaker Award in 2018).

2013–2017
(4 years)

Business Transformation Global Pre-Sales

Senior Director, 3DEXPERIENCE Platform

Dassault Systèmes

Vélizy, France

- ✓ **Global Focal Point for 3DEXPERIENCE Platform** communication and enablement including work with the advertising firm TheFrameworks, materials for global kick-offs and customer meetings, text and content for external webpages, white papers, as well as sales and marketing go-to-market materials.
- ✓ **Marketing Strategy** for this portfolio including offers, go-to-market strategy, product features analysis, marketing studies, and market research for new products or target markets including 3-year outlook and competitive analysis.
- ✓ **Thought Leader** for technology, cloud deployment, architecture, infrastructure, and performance for the global field teams both pre- and post-sales of Dassault Systèmes and their partners with an active network of more than 3500 architects and engineers around the world, monthly webcasts on deep technical topics.
- ✓ **Technical Evangelist** for promotion of the Dassault Systèmes 3DEXPERIENCE Platform and Architecture. This includes creation and delivery of customer-facing materials as well as a week-long intensive Master Class on architecture and tuning delivered to over 400 Dassault Systèmes employees and partners around the world. Creation of the Ninja Training program with 4 levels (White Belt, Green Belt, Blue Belt, and Black Belt) with over 250 White Belts certified in the first two years. Presentations to large Fortune 500 customers, major technical conferences, and internal sales conferences world-wide.

2011-2013
(2 years)

ENOVIA Brand

Senior Marketing Director for Platform Strategy

Dassault Systèmes

Vélizy, France

- ✓ **Experience Leader** for Unified Live Collaboration including the V6 Platform and all infrastructure, integration, and customization products.
- ✓ **Marketing Strategy** for this portfolio including offers, go-to-market strategy, product features analysis, marketing studies, and market research for new products or target markets.
- ✓ **Thought Leader** for technology, architecture, infrastructure, and performance for the global field teams both pre- and post-sales of Dassault Systèmes and their partners with an active

network of more than 2000 architects and engineers around the world, monthly webcasts on deep technical topics.

- ✓ **Technical Evangelist** for promotion of the Dassault Systèmes 3DEXPERIENCE platform and Architecture. This includes creation and delivery of customer-facing materials as well as a week-long intensive Master Class on architecture and tuning delivered to over 200 Dassault Systèmes employees and partners around the world.

2010-2011
(>1 year)

V6 Innovation Center

Global V6 Infrastructure Architect, R&D

Dassault Systèmes
Vélizy, France

- ✓ **Experience Leader** for Unified Live Collaboration including the V6 Platform and all infrastructure, integration, and customization products.
- ✓ **Marketing Strategy** for this portfolio including offers, go-to-market strategy, product features analysis, marketing studies, and market research for new products or target markets.
- ✓ **Thought Leader** for technology, architecture, infrastructure, and performance for the global field teams both pre- and post-sales of Dassault Systèmes and their partners with an active network of more than 1000 architects and engineers around the world, monthly webcasts on deep technical topics.
- ✓ **Technical Evangelist** for promotion of the Dassault Systèmes 3DEXPERIENCE Platform and Architecture. This includes creation and delivery of customer-facing materials as well as a week-long intensive Master Class on architecture and tuning delivered to over 200 Dassault Systèmes employees and partners around the world.

2008-2010
(2 years)

V6 Innovation Center

Senior Solution Architect

IBM Corporation
Paris, France

- ✓ **Global Architect** for ENOVIA V6 for IBM's V6 Innovation Lab. Responsible for creation of architecture guidelines for the worldwide sales and consulting in IBM. Interface between IBM Labs and Dassault Systèmes Labs for architecture and performance issues. Responsible for high-level, complex enterprise architectures. Back-office support for IBM PLM Solutions pre-sales activities in "first of the kind" and strategic engagements.
- ✓ **Thought Leader** for technology, architecture, infrastructure and performance for the IBM PLM Solutions global field teams.
- ✓ **Execute skill transfer** by mentoring of technical sales experts and through knowledge sharing and expertise via creation of white papers and webcasts.

2006-2008
(2 years)

European Excellency Center (EEC)

Sr. Principal Consultant / Technical Fellow

Parametric Technology Company
Vélizy, FRANCE

- ✓ **European Subject Matter Expert** for Architecture, Infrastructure and Performance of PTC Windchill PDMLink products and technologies including Java, Oracle, Hardware Platforms, Web and Application servers, etc.
- ✓ **Creation of services** for architecture workshops and performance and infrastructure assessments. Templates and proposal documents deployed on a global basis.
- ✓ **Creation and delivery of technical training materials** both for/in classroom and web-based delivery. Materials included comprehension 1500-slide training curriculum.
- ✓ **Elaboration of complex, mission-critical architectures** for Airbus, KTM, DCN, Manitowoc, etc.
- ✓ **Detailed performance analysis** resulting in considerable performance gains at Harman-Becker, AGCO, FCI-Automotive, WABCO, Aker Kvaerner, Volkswagen, CAE, Dell, Reebok, etc.
- ✓ **Contribution to performance and infrastructure-related improvements** of future product releases of PTC Windchill through collaboration with R&D and the field organizations.

1999-2006
(7 years)

High Performance Technical Computing (HPTC) Europe

Master Consultant and Architect

Hewlett-Packard
Les Ulis, France

- ✓ **PLM Market Development** for HP in Europe. Evaluation of potential markets and development of business plans for addressing them. Creation and delivery of training to HP, partners and customers on PLM subjects such as performance tuning. Addressed topics around Business Process Management (BPM), Design Chain Operational Requirements (DCOR) and Change Management II (CMII) for service delivery in the various geographies.
- ✓ **Development of a service offering**, the PLM Performance Assessment, and delivered it to 20 customers around the world (in France, China, Taiwan, Korea, Germany, Switzerland, etc) for optimizing their PLM infrastructures.
- ✓ **Senior Architect** for large international projects. Designed technical architecture for clients such as Foxconn (China), EADS-ST (France), Rolex (Switzerland), and Reebok (United States).
- ✓ **Public Speaker for HP** in large international PLM conferences: MICAD '05 in Paris, PTC MIT Executive Forum, PRO/USER '05 in Orlando, PLM Forum '05 in Stuttgart, SAP Nordics Forums, etc. Subjects included HP Value Proposition, HP Internal Implementations of PLM, HP Business Process Management strategy, and Performance Tuning.
- ✓ **Public Spokesperson for EPDM** – deployment of the PTC Windchill application in HP's Imaging and Printing Group. Includes aspects of CMII as well as BOM management. Coordinated corporate customer visits to the Dublin production site. Regular consultations with the deployment group to aid in performance tuning, technical architecture, etc.
- ✓ **Project Manager** for four PTC Windchill (2000-2006) benchmarks on HP-UX. World's first 5000 user simulation benchmark of the application (2003). Creation of sizing, architecture, and installation guides for the Windchill product on HP hardware. Coordination of an international team of people: HP and PTC consultants and developers from various HP labs.

1998–1999
(6 months)

Global Sales Services (GSS)
Senior Technical Consultant

Hewlett-Packard Company
Les Ulis, France

- ✓ **Pre-sales Engineer** (solution creation, sizing, installation, etc) for large enterprise customers such as ENI Group in Milan, Italy, EADS in Germany, Spain, UK and France, Thalès Communications in France, Lockheed in the United States, etc.
- ✓ **Solution Architect** for large European projects at customers such as ENI Group (Windchill) Schlumberger (MatrixOne) and EADS – ST (Windchill).
- ✓ **Representative for the High-Performance Server Division** in Europe for PLM. Elaborated strategy with HP R&D for HP middleware (OpenView, etc). Close contact with PTC labs.

1996-1998
(2 years)

Technical Consulting Lab (TCL)
Senior Technical Consultant

Hewlett-Packard Company
Evry, France

- ✓ **Project Manager** for the migration of CATIA from HP-UX 9.07 to HP-UX 10.20 and for the migration of the CATIA 4D Navigator from the graphics API PEX to OpenGL including coordination between the various R&D and field organizations of HP and DS.
- ✓ **Technical support** for the development of Dassault Systèmes applications (CATIA V4, CATIA V5, CATIA VPM, CATweb Navigator) on the HP9000 HP-UX and Intel-based Windows platforms.

1993-1996
(3 years)

Solution Developer Operations (SDO)
Senior Associate Programmer

IBM Corporation
Austin, TX

- ✓ **Technical Consultant** for IBM on-site at Computervision in Bedford, MA. Support and development of the CADD5 and Optegra products on the IBM RS/6000 AIX platform.
- ✓ **Project of three months** in Paris, France on-site at [Dassault Systemes](#) and [Matra Datavision](#). Migration of the MATRA and CATIA products on the AIX platform and resolution of problems between the R&D of the ISV and the labs of IBM.
- ✓ **Diverse projects** of driver migration and performance tuning at [Advanced Visual Systems \(AVS\)](#), [Computervision](#), [Dassault Systèmes](#), [EDS/Unigraphics](#), [Landmark Graphics](#), [Mac-Neal Schwendler](#), [Matra Datavision](#), and [Parametric Technologies](#)
- ✓ **Responsible for the migration** on AIX 4.1 and support of the applications on the [IBM RS/6000](#) AIX platform.
- ✓ **Responsible for certification** by the ISVs of the GXT1000 and GXT800 graphics adapters.

1992-1993
(1 year)

Computational Fluid Dynamics (CFD) Laboratory

Research Assistant

University of Florida
Gainesville, FL

- ✓ **Conducted research** on three-dimensional graphics fluid flow visualization.

1992
(8 months)

Graphics Systems Technical Center (GSTC)

Cooperative Education Student

IBM Corporation
Kingston, NY

- ✓ **Aided in porting and improving performance** of graphics applications on the IBM RS/6000.