



Roberto Zardinoni

Vice President, Enterprise & Commercial, IBM Europe

Roberto Zardinoni is Vice President, Enterprise & Commercial, IBM Europe since April 2015. In this position he is responsible for developing and growing IBM's business in more than 50 European countries, covering continental Europe, UKI and Central and Eastern Europe, including Russia. Clients vary from large enterprises and multinationals to midmarket clients, startups and emerging growth clients, representing all major industries.

He is a senior sales leader that throughout his career has been able to achieve solid results and to drive transformation in strategic areas of the IBM business, such as IBM Software, IBM Customer Set (both large corporate and small and medium businesses) as well as the Ecosystem. He spent most of his career in international roles.

He began his career with IBM in 1988. Since then he has held a series of leadership positions, most recently as Vice President of Enterprise IBM Italy. In this position he successfully leads a major transformation project around the IBM coverage strategy. Prior to this he served as Vice President of Software IBM Southwest Europe, Vice President of IBM General Business Southwest Europe and Managing Director of Integrated Account Unicredit Group responsible for business activities in 22 countries.

Roberto Zardinoni holds a degree in Computer Science.

He is married and has two daughters.

He enjoys trekking and skiing and is passionate about people & talent, leadership, transformation and innovation.