

## Company Profile

Active on the market since 1994, Achab is specialized in software distribution among ICT operators (VAR, ISV, MSP). Throughout the years the company has become a landmark for the whole ICT infrastructure of small and medium businesses thanks to solutions which allow to steadily and efficiently pursue business goals.

Achab's main goal is to create simple yet effective IT structures able to keep up with the increasing complexity of the IT world by improving both the solutions' quality and the connection between final customers and resellers. Achab's mission is to ease every aspect of their transactions thus supporting and developing their business.

Achab's offer effectively meets every need of a company: messages, security, disaster recovery & business continuity, networking management and backup, IT documentation and assessment. Achab works effectively with emerging brands by identifying and launching them in Italy. Achab is constantly searching for solutions to improve systems' TCO and selects softwares from the best companies worldwide, with whom creates a professional partnership.

On the Italian market Achab cooperates with over 1700 qualified resellers able to comply with every request of the final customers: consultation, development, support and maintenance. Achab's partnership with its resellers grows stronger thanks to frequent initiatives and specific programs for professional development.

Founded in 1994, Achab's headquarters are located in Milan and the company has 27 employees. Currently Achab's products are used by over 25.000 small and medium Italian businesses.

## The Board



**Paola Fornasari**  
*Chief Financial Officer*

Paola leads the accounting and operational team, and is responsible for the annual statements, regulatory filings, and financial analysis. An orderly book-keeping, a regular payment schedule, a timely management, and a clear view of the current financial and asset positions are for Paola not only a regulatory and fiscal obligation, but first and foremost a key foundation for planning a business' sustainable and profitable growth. Immediately after joining Achab in 1995, she worked in the

accounting department, expanding her duties to the HR and general administration services areas over time. Previously, she presided over the secretarial and back-office functions in a multinational company, which she joined right after her junior degree in business accounting.

Paola extends her managing skills to her family, which she brings together in outdoor activities and out-of-town trips whenever possible.



**Claudio Panerai**  
*Chief Portfolio Officer*

Claudio is Achab's own talent scout, always on the look for the best solutions to actual needs of IT practitioners. His expert eye enables him to spot creativity and genius even in those areas where all seems to be said and done, paving the way to an innovative approach of tackling and solving problems. From his work, based on an extensive experience in the tech support business where he gained a direct knowledge of the customers' everyday pain points, stems our diverse, MSP-oriented product portfolio. Evangelizing for the technologies that he brings on board, he also produces many webinars and presentations.

Prior to joining Achab in 2004, Claudio was an IT consultant and trainer, both as a free-lance and a business owner, and IT Manager with the local branch of a global technology research and publishing firm.

Claudio holds a graduate degree in Computer Science and is an avid Formula 1 fan (being probably the most technological sport of all), enjoys outdoor activities, and does volunteer work with younger kids.



**Cecilia Pirocco**  
*Chief Marketing Officer*

Leading a strong marketing and communication team, Cecilia executes the company's marketing strategies through a diverse range of activities spanning from a knowledge of the market, customers, and products to drive the most effective outreach. Content marketing, blogging, online and offline events, SEO, SEM, social media marketing, press office: this is her arsenal, leveraging an extensive wealth of cross-cutting skills and interests accumulated over the years. Prior to her current appointment as CMO in 2020, Cecilia has been Achab's marketing specialist since onboarding in 2012, developing a

thorough knowledge of key elements for the company's MarCom initiatives. Previously, she worked in a range of marketing and communication roles for a consultancy, and as a press officer for a leading financial institution.

Cecilia graduated in modern literature with a specialization in modern philology, and holds a master in marketing and communication from the Il Sole 24 Ore Business School. She divides her free time between her family, reading, and several hobbies such as cooking and gardening.



**Elisa Tassoni**

*Chief Revenue Officer*

Elisa leverages her considerable wealth of sales experience to support the sales team with timely control and forecast activities producing up-to-date overviews and highlighting new opportunities for meeting business targets. In her role as CRO, Elisa interfaces with Achab's vendors to develop and agree upon special offers, gather detailed information about their products, and reviewing schedules. A trusted reference for the sales team, she helps her colleagues to focus on customers and products.

Elisa has an extensive knowledge of the ins and outs of the sales process thanks to her long-held role as Sales Account, managing customers and products for several years right after joining Achab operations department in 2007. Previously she had specialized in labor and staff planning under stress conditions in the sea freight consolidation industry. Elisa enjoys reading and traveling. As a convinced tennis fan, her dream is to follow the ATP Tour in person across the world.



**Daria Trespidi**

*Chief Operations Officer*

Daria helps people to find ways to work better, driven by a strong passion and gluing together the various business functions to ensure that everyone is on the same page following streamlined, cohesive, and effective processes. Her responsibilities also include implementing ideas shaped by the ongoing dialogue between the CEO and other business departments.

Daria joined Achab in 2004, initially working in sales support then moving onto marketing and press office roles and, most recently, as Chief Marketing Officer from 2014 to 2019. Her in-depth knowledge of company mechanisms accumulated throughout these years makes her especially suited to reviewing the various business departments to enhance efficiency and teamwork.

Prior to joining Achab, Daria worked with IDG Communications Italia focusing on the initial implementation of the company CRM. She is a sports fan and practitioner, an avid book reader, and a passionate consumer of English language content such as podcasts, videos, movies, and tv shows.



**Alessio Urban**  
*Chief Experience Officer*

Alessio is in charge of those initiatives that transform the customer experience into an asset - something for which Achab is known and appreciated. In his customer advocate role, Alessio is involved both in all pre-sales processes and initiatives, and in those that help customers to enhance their product utilization. He also drives the post-sales support. Drawing from his experience as Tech Support Manager since joining Achab in 2014, Alessio transforms technical issues into opportunities and for this reason he also manages the IT department ensuring business services continuity and usability so that colleagues and customers are always able to focus on their own goals.

After graduating in telecommunication engineering, Alessio began his carrier as a systems engineer, soon to be transferred to a service manager position where he dealt with IT systems and applications issues in mission-critical environments. A further role as a pre-sales engineer was key to developing his skills in aligning clients' needs to viable solutions.

An accomplished wine connoisseur, gourmet, and botanist, Alessio is an dedicated sports practitioner who also volunteers with young children.



**Andrea Veca**  
*Chief Executive Officer*

Just like playing a game of bricks: this is Andrea's approach to leading Achab, transforming ideas into concrete substance while enjoying the process and making it enjoyable to his game buddies as well. To him, leading the company means, above all, tracking the business course in a well defined time frame, predicting what needs to be done, and sharing with others the best way to do it. For this reason he follows the saying that goes, "have to do anything once, you just do it; have to do it thrice, you design a procedure; have to do it more times, you automate it (or at least you include it into a process)."



Graduated in electronic engineering at Politecnico di Milano with a specialization in Communications Networks, Andrea holds a master's degree in Network Systems from the Cefriel center. An officer of the Navy, he worked with an engineering company in Vienna before founding Achab in 1994. An avid reader, he loves to spend his free time with his sons, possibly traveling, and keeping fit with outdoor activities along with his dog.

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Sito: [www.achab.it](http://www.achab.it)

Blog: <https://www.achab.it/achab.cfm/it/blog>

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