

Michel Cordani

michel@dinacor.biz
+230 57 29 17 27

International Consultant | Entrepreneur

Strategy - Business development - Organization - HR
Start-ups - Projects

Professional achievements

Consultant

2014 - present

Dinacor Consulting, Mauritius

Providing support to executives and teams in solving tricky issues at the strategic or operational level. Contributing to public sector projects aiming at developing innovation, entrepreneurship and economic development.

- Trainings (e.g. CCI of Mayotte)
- Missions entreprises
- CJD (Centre des Jeunes Dirigeants) - Vice-president, animator of business strategy commissions.

Entrepreneur

2014 - present

La Plage Factory, Mauritius

Partnering with innovative start-ups and contributing to turning great ideas into solid business plans and execution. Active mentoring and hands-on consulting work with associate partners.

- Coworking Port Louis
- NSIS
- Associate partner

Business development

Nov 2012 - Nov 2013

Microsoft Africa, Mauritius

- Designed the SME4Afrika project, part of the Microsoft 4Afrika initiative, a corporate effort to contribute to Africa's economic development and competitiveness.
- Created and launched the Biz4Afrika portal and services, a set of free contents and tools dedicated to the growth-oriented African entrepreneurs.

Business manager

Jul 2011 - Oct 2012

Microsoft Africa, Mauritius

- Member of the regional leadership team, in charge of marketing and communications, cloud business development, organization and strategy.

General Manager

Aug 2007 - Jun 2011

Microsoft Indian Ocean Islands & French Pacific, Mauritius

- Led the business and 25 people of a multi-country sales location (9 territories across 11 time zones). Revenue grew from 20M\$ to 24M\$ despite the economic downturn.
- Deeply transformed the organization to align sales and marketing along customer engagement models. Strengthened the partners' ecosystem to foster solutions selling.
- Developed several strategic partnerships with governments, private sector and non-profit organizations, making Microsoft a recognized thought leader.
- Bootstrapped new lines of businesses (retail, cloud) and implemented a holistic approach to promote genuine software and fight piracy.
- Hired and developed new talent and successor; positioned the team as the benchmark for professionalism and innovation.

Sales and marketing manager

1999 - 2007

Microsoft France, Paris

- IT professionals (2005 - 07) - Designed and co-directed the biggest and most successful IT event in Microsoft France's history (1.8M\$, 8000 attendees, 230 sessions, 74 partners, 90%+ satisfaction). Re-structured and boosted MS' relationship marketing engine (TechNet). Orchestrated 1.3 M\$ marketing investment, optimized costs (seminars -40%)
- Small business (2003 - 05) - Accountable for 130 M€ revenue, 2.5 M€ investments. Team of 6 people. Designed a strategy to animate the ecosystem and reduce piracy, with industry partners and institutional bodies. Established MS web site #1 in the marketplace, with ~400k unique users. Ranked #1 of customer satisfaction growth in EMEA. Official member of the governmental commission "IT and Small Business" and key contributor of the "Digital Passport" initiative.
- Business manager (2002 - 03) - Key contributor to the business plan. Co-director of project "Contact!", aiming at rebuilding the marketing and sales engagement model for the small business segment. Built tele-sales capacity and channel readiness engine for solutions selling.
- Internet services (2001- 02) - Project director for the corporate strategic initiative "bCentral". Built a team of high profile individuals from scratch. Launched the web portal. Managed the phasing out of both project and team, when Microsoft decided to shut it down.
- Mid-Market (1999 - 01) - Accountable for 100 M\$ revenue and market share. Launched new annualized licensing offering "Annuity". Recruited and animated the team (13 people).
- Internet & Telecoms (1997 - 99) - Piloted joint business plans with key players. Built Microsoft's internet distribution channel. Drove all marketing and communications operations. Organized innovative events (ISP Day 98, "netop track" at InterOp 98 tradeshow).

Account manager, Telecommunications sector

1995 - 96

Cap Gemini France, Paris

- Responsible for key accounts (Alcatel, Lucent, Dassault AT, CS Telecom).
- 3.3 M\$ sales, both projects and professional services

Sales and operations manager

1994 - 95

Internet-Way SA, Paris (Internet Service Provider start-up)

- Defined commercial and marketing strategy. Put in place processes and tools.

Project manager

1993 - 94

Vivendi (Compagnie Générale des Eaux), Paris

Education

HEC, Paris Leading international business school - Master training in strategic marketing **2006**

Collège des Ingénieurs, Paris - 10-months MBA programme designed for engineers **1992**

Ecole des Ponts, Paris - Top engineer school - Major in IT, economy, finance **1991**

Languages

French, mother tongue - **English**, full professional proficiency - **Italian**, limited working proficiency

Personal

Center of interests - **Sciences - Philosophy - Sports - Music - Friendship.**

Home address - **Campement Printemps, Route Royale, 21733 Baie du Tombeau, Mauritius**