

PERSONAL INFORMATION Alessio Aceti

**PROFESSIONAL PROFILE** 15 years of international experience in innovation, digital transformation, business continuity and cybersecurity. Started career as security specialist in Italy-based IT integrator, up to 3 years in top management position in leading cybersecurity company – Kaspersky, driving the transformation of the company, open innovation activities, and transformation of business model.

Currently CEO of the Italy-based Innovation and Cyber Security company HWG Sababa.

Global speaker, covering future trends, innovation, cybersecurity as business driver, digital transformation and industry 4.0. Directly involved in technological transformation and innovation project by large telco, banks, government and other enterprise organizations.

Multinational experience in Italy, other European countries and Russia, deep knowledge of the international security ecosystem, distributors, integrators, large enterprise customers and governmental organizations. Experience in Threat Intelligence, Business Continuity, Fraud and Risk management, Industrial Cybersecurity, Blockchain Security and IoT. Several experiences in business transformation projects.

In Kaspersky was responsible globally for Innovation. The main goal was to launch and scale new products and services (from internal development, startup and ventures, partnership, M&A), build and execute respective business plans to make new solutions scalable and prepare them to enter core business portfolio. Responsible for 250 mln USD revenues globally.

Formerly leader of enterprise business. Main goal was to develop strategy and vision of business unit and respective solutions portfolio, drive channel, direct sales and marketing regional activities.

Naturally curious, eager to learn and apply previous experiences and expertise in new fields.

**PROFESSIONAL EXPERIENCE**

09/2019 - Present

**CEO**

HWG Sababa, Milan  
*Leading Italy-based Cybersecurity Company*

In 2023 Sababa Security merges with HWG, launching HWG Sababa - a cybersecurity company specializing in offering a suite of strategic security solutions, managed services and consulting.

The company operates in more than 20 countries globally, safeguarding the digital infrastructure of enterprises in various sectors, including finance, central banking, energy, utilities, critical infrastructure, automotive, fashion, and telecommunications, providing support 24/7 along the entire value chain.

With a solid reputation in the industry, HWG Sababa is a central point of reference for cybersecurity, offering a wide range of products and services to meet all cybersecurity needs throughout the entire cybersecurity lifecycle.

**CEO**

Sababa Security, Milan  
*Leading Italy-based Cybersecurity Company*

In the second part of 2019, together with HWG, an international MSSP and SOC provider based in Verona and Singapore, I founded Sababa Security.

Sababa Security protects companies' digital assets in innovative way. Founded in Milan in 2019 by leading cyber security experts and innovation specialists, we scout the market to provide best of breed cyber security solutions and we consult our customers to transform the technological processes around their business. Our customers consider us as strategic advisors, as we assess their needs, understand their processes and pain points, and provide a tailored combination of technologies and managed services.

We provide innovation and business consultancy, integrated solutions to protect from sophisticated attacks across endpoints, email and web channels, cloud and infrastructure, we also provide fully

managed security operation centre available 24x7 in different languages through our partners.

03/2018 – 09/2019

**VP, New Business & Innovation (Globally)**

Kaspersky, Moscow

*Leading Russia-based Cybersecurity Company*

In the beginning of 2018 company created new department, responsible for all new products and solutions. My key responsibilities on position of global leader of this department were: identify gaps in offering towards customer segments, scout solutions in the market to close these gaps, works on technological acquisitions and partnership with startups in cybersecurity area, assess business potential of new internally developed solutions (as well as solutions from possible acquisitions), manage development and execution of respective business plans to make new solutions scalable and prepare them to enter core portfolio. Responsible for 50 million USD revenues globally and handling fast growing solutions in Industrial Cybersecurity, Fraud Prevention, Blockchain Security, IoT, Transportation and Automotive security. Job position of VP, New Business is part of the executive team and directly reports to Chief Business Officer.

One of the main achievements was to transform the innovation structure of the company, we moved from having an internal incubator, with 10 projects owned 100% by Kaspersky to an open innovation framework, working closely with Venture Partners, startups, incubators and accelerators. This led to faster go-to-market with new technologies acquired from outside and integrated into the company's portfolio, one example is a biometrical analytics software from an Israeli startup, white labeled and embedded in several Kaspersky's solutions.

During the creation of the department, I finalized the structure and implemented clear framework for business assessment and validation of new solutions and business planning, built the team and established cooperation with other departments (Sales Operations, Field Sales Organization, R&D). In 2018 the overall solutions managed by the department demonstrated a solid growth (137% YoY), and Q1 sales target was overachieved, hitting 220% achievement.

2017 – 2018

**Head of Enterprise Business Division (Globally)**

Kaspersky, Moscow

*Leading Russia-based Cybersecurity Company*

In charge of the total Enterprise turnover of the company, 100 million +, managing broad teams building enterprise marketing plan, GTM and product marketing, launches of new solution, marketing framework for regional and local offices worldwide, to and through channel initiatives. Responsible for the profitability of the enterprise segment. Supporting portfolio evolution, business development planning and execution, geographical expansion and product line creation, growth performance.

Closed the year with 136% YoY growth in revenues, 13% overachieved Enterprise target of the company. Restructured portfolio of 35 products and 50 services organizing them in 6 solutions with defined GTM strategy. Delivered 4 years strategy of the company fully approved by board and now into execution stage. Implemented new commercial approaches and sales model to capture additional sales and improve sales force efficiency.

2012 – 2017

**Head of PreSales (Globally, EU, Italy)**

Kaspersky, Moscow

*Leading Russia-based Cybersecurity Company*

Part of the sales executive team, as global Head of PreSales I was managing 180 presales in 40 countries, focused on Enterprise Business, and dedicating 20% of resources supporting channel enablement. In charge of global projects with large enterprises and governmental organizations. Senior member of the global sales transformation team, in order to review direct and channel sales processes worldwide.

Restructured presales team globally, reviewed report lines and KPIs, built structured approach to presales activities creating and negotiating applications of presales engagement and activities tracking procedure, increasing efficiency and covering presales operations in 22% more territories with the same resources. Managed and successfully closed the largest deal ever made by the company globally with non-disclosable EU entity. Awarded as man of the year of Kaspersky Lab Europe in 2016.

2003 – 2012

**Head of IT security team**

Project Informatica, Bergamo

*Italy-based IT integrator*

Coordinated post and presales technical support to various customers of different size. Matured

experience with IT infrastructure solutions of any kind, in different industries.

Contributed to win important national and international enterprise customers, in different fields like banking, manufacturing, fashion, consulting. Rolled out complex security projects, with different application, from log management to web filtering, endpoint and network protection, encryption and data loss prevention).

### EDUCATION

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1998 – 2003

I.T.I.S PIETRO PALEOCAPA, Bergamo  
Information Technologies and Communication

2018

University of California, Berkeley, Haas School of Business  
The innovative organization, executive education program

2018

INSEAD, Fontainebleau, France  
Competitive Strategy Program

2018

Business Continuity Institute  
CBCI passed with merit

### MISCELLANEOUS

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Native

Italian

Other languages

English – Fluent

Russian – Basic

Personality

Open-minded, structured, emotionally intelligent, culturally sensitive