



David Guerineau, PfMP

Chief Transformation Manager

Senior Executive with 20 years of experience in Telecom, System Integration and Software business management including responsibilities in strategy, sales, professional services/consulting, business development and distributors/partners management

Contact

Email

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Address

Melbourne, Australia

Education

2005
Master, Finance and Strategy
CNAM University

2008
M.Sc, Computer Science
Telecom SudParis University

Expertise

- Leadership
- Management
- Operations
- Financial Management
- Growth Generation
- B2B SaaS

Language

English

French

Experience

2021 - till now

Fime | Melbourne, Australia

Chief Transformation Officer

- Delivered Cloud booking Targets.
- Implemented LACE model (Land, Adopt, Consume, Expand) led by newly created Customer Success function.
- Obtained Great Place to Work certifications for Fime Canada and Fime Dubai.
- Modernised Financial System (MS Business Central) across 9 countries.
- Automated revenue recognition – tool implementation and process change.
- Launch new market offerings outside of payment: smart mobility, digital identity, eCommerce authentication.

2017 - 2021

SAP | Melbourne, Australia

Global Head Cloud Business, SAP Telecom

- Defining and delivering the Global Operational Plan – identifying key development themes and ensuring seamless execution on time and on budget
- Targeted focus on strategic accounts success to operationalise Customer for Life: end-to-end business engagement from Pre-sales to value realisation
- Lead Asia Pacific Telecom Executive Advisory Board for stronger engagement with senior industry executives
- Lead business innovation by providing executive sponsorship of the LandLog Initiative: an industry platform business model in partnership with NTT Docomo and Komatsu

2002 - 2017

Etrali | Singapore

Managing Director

- Grew revenue by 214%, and profit by 600%, across all APAC countries and function, spearheading transformation to service-based business and reputation for high-profile wins among global and APAC clients (RBS, BAML)
- Solutions Focus: led APAC in developing compliance expertise, managed services and turn-key solutions: built effective sales tools to raise operational efficiencies and productivity
- Change Management: quickly delivered results – inspiring team confidence with first wins, first large Open Trade floor in the world (2011, BNP 200 seats).

Volunteering

Treasurer

South Melbourne District Sport Club

Junior Footy