

# Biographies - Management Team

## Gianni Baroni - CEO

Gianni Baroni is the founder and CEO of Cyber Guru, a company established in 2017 and dedicated to Cyber Security Awareness. Cyber Guru represents the culmination of Gianni Baroni's extensive professional background, starting with his work at Datamat, where he rose to the position of Business Manager. He then continued his journey at the multinational Business Object, initially as Country Manager and later as Vice President of European Operations. He also served as CEO at Daman.

## Maurizio Zacchi - Head of Academy

Maurizio Zacchi as Director of the Cyber Academy at Cyber Guru, oversees the development of educational content for Cyber Security Awareness programmes. With a degree in Communication Sciences and a Master's degree in Instructional Design, he has been actively involved in Cyber Guru since its beginning in 2017. Using his technological and communicative skills, he has coordinated the development of all educational content for Cyber Security Awareness programmes.

## Leonida Gianfagna- Head of R&D

Leonida Gianfagna, the R&D director at Cyber Guru, is a theoretical physicist (PhD) with a career in software development since 2002. He has held technical and product management roles at the IBM R&D lab in Rome, focusing on IT Service Management (ITSM, Tivoli brand). In 2015, he earned an MBA from Warwick Business School (WBS) with a thesis on the Cloud/SaaS business model. Accredited as an IBM Master Inventor (10+ patents) and the author of a book on Machine Learning titled "Explainable AI," Leonida Gianfagna has been leading Cyber Guru's software factory since 2020, tasked with developing innovative training platforms for Cyber Security Awareness.

## Debora De Cosmi - Head of Customer Success Management

Debora De Cosmi is the Customer Service Team Director at Cyber Guru, emphasizing the human factor as the linchpin in the defensive strategy against Cyber Crime. Cyber Guru embodies Debora De Cosmi's extensive professional experiences. With a background in engineering and years of international experience, Debora has managed complex realities in various contexts across Europe, the Middle East, and Asia.

## Michel Ruefenacht - VP Marketing

Michel Ruefenacht serves as the Vice President (VP) of Marketing at Cyber Guru. Prior to joining Cyber Guru, Michel held the position of Chief Marketing Officer (CMO) at YesWeHack, overseeing all aspects of marketing operations for the cybersecurity startup. Michel has held various regional and global leadership roles in marketing, sales, business development, product marketing, and channel marketing for international B2B organizations such as Fortinet, Avaya, Getronics, and others. He holds an MBA in Marketing, Leadership, and Finance from the Lausanne Business School and a BSc in Computer Science from the University of Applied Sciences in Fribourg.

## Vittorio Bitteleri - Country Manager

Vittorio Bitteleri is the Country Manager for Italy at Cyber Guru. With over 30 years of sales experience, he has cultivated knowledge and networking across various markets, from Enterprise to Medium & Small Business segments. In recent years, Vittorio Bitteleri has worked at Commvault and Symantec Corporation, acquiring expertise in Data & Information Management, Cyber Security, Compliance, Endpoint Security, Data Loss Prevention, Encryption, and Managed Security Services.

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## Abdel Kander - Country Manager France

Abdel Kander is the Country Manager for France and French-speaking countries at Cyber Guru. Graduating from the École Centrale de Paris, he has accumulated over 35 years of digital expertise, commencing his career at Cap Gemini before becoming a pivotal member of Business Objects' founding team, a prominent BI software publisher. Prior to leading the Software Factory, which houses over 500 engineers within the ESN Niji, Abdel actively contributed to the growth of various startups. His appointment to Cyber Guru in 2023 reflects his mission to enhance the company's footprint across France and French-speaking regions.

## Mar Sánchez - Country Manager Spain and Latam

In 2023, Mar Sánchez joined Cyber Guru as the Country Manager, entrusted with the mission to cultivate the markets of Spain and Latin America. With an extensive background spanning over 25 years in cybersecurity, she notably served as the CISO at British Telecom Spain and Latin America for a decade. Her professional journey also includes advisory and sales roles at renowned firms such as Telefónica, s21sec, and SIA (Indra Group). Mar holds a degree in Psychology and has furthered her expertise with a master's in Corporate Security from ICADE, coupled with an MBA from the EAE Business School.