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.

Sanjin Goglia - Corporate CFO and COO

Sanjin Goglia serves as Corporate CFO and COO at Cyber Guru. Sanjin is a seasoned leader in the field of digital security with a career spanning major corporations like Siemens, Deloitte, and Atos, as well as innovative start-ups. Sanjin gained strong international experience while holding key leadership roles at Atos, including global responsibility for Homeland Security business and Mission Critical System sales and later worked on multiple cybersecurity acquisitions. In 2021, he became Managing Director leading the Cybersecurity practice at Bryan, Garnier & Co., a pan-European investment bank. He holds master's degrees from HEC Paris, ETH Zürich, and the University of Zagreb.

Leonida Gianfagna - VP 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.

Maurizio Zacchi - VP 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.

Rinaldo Tullio - VP Customer Success

Rinaldo Tullio is a customers lover with 17+ years of experience in management and business consulting, specializing in Customer Success and driving strategic value creation through measurable business outcomes. His expertise lies in designing, implementing, and managing complex operational frameworks and strategic solutions that align with organizational goals across diverse industries. Throughout his career, Rinaldo has successfully guided cross-functional teams, enabling them to deliver impactful results by focusing on strategic KPIs and tangible business value. He has collaborated with global CxO-level executives, steering the customer journey through tailored solutions that ensure long-term success and foster deep client engagement.

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.

Biographies - Management Team

Filippo Balestra - Director Human Resources

Filippo Balestra has cultivated his passion for Human Resources since his university years, serving as Vice President of HR in a student association for two years. With nearly fifteen years of experience in the field, he now leads the HR function at Cyber Guru, focusing on organisational development, talent management, reward policies, and workplace safety. Previously, he worked for an Asian multinational, swiftly progressing from HR Generalist to HR Manager, where he gained expertise in recruitment, administration, and training. He began his career in HR consultancy and services firms, specialising in recruitment and people management. With a strategic yet hands-on approach, he is dedicated to unlocking the full potential of individuals within organisations.

Hervé Liotaud - VP International Sales

Hervé Liotaud joins Cyber Guru as Vice President of International Sales, leading the company's expansion beyond its native Italy. His initial focus will be on driving growth in French- and Spanish-speaking markets, strengthening Cyber Guru's presence in these key regions. With 34 years of experience in the IT industry, 24 of which have been dedicated to cybersecurity. Hervé has held leadership roles at renowned companies including Illumio, SailPoint, FireEye, LogLogic, McAfee, and Verizon. Throughout his career, he has successfully built and managed high-performing teams, driving significant revenue growth and scaling operations. Hervé has extensive expertise in key account management and enterprise sales. Having spent the first decade of his career in a direct sales model, he now leverages his deep understanding of the industry to champion an indirect approach, collaborating with specialist security integrators to maximize value and market impact.

Gaspard Droz - Managing Director France

Gaspard Droz is the CEO and co-founder of Mantra, a cybersecurity startup specializing in cyber awareness solutions, serving over 300 customers across Europe. Before launching Mantra in 2020, Gaspard was a strategy consultant at Bain & Company (2017–2020), where he focused on AI and defense projects. His entrepreneurial journey began earlier: in 2014, he founded Line, a web agency providing custom development services, which he successfully led until its acquisition in 2017. Prior to that, he co-founded Monsieur Marcel, an e-commerce platform dedicated to men's lifestyle products (2012–2014). Gaspard holds a degree in finance from HEC Paris (2008–2012).

Vittorio Bitteleri - Country Manager Italy

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.