



Milano  
20 Settembre



**LUCIANO MARTUCCI**  
*Presidente, The Innovation Group*

Former President of IBM Italia, Member of the Executive Committee of Assolombarda and Fondazione Fiera Milano

Luciano Martucci was born in November 1945, November. Degree in Mathematics, Rome University 1969. Joined IBM in 1970.

Luciano Martucci took the helm of IBM Italy in 2007 and served as Country General Manager until May 2009. Afterwards he led the Company as Chairman until January 2010.

From the beginning of 2006 he was General Manager Sales IBM Italy, leading all sales activities in the Country.

In 2005 he was in charge of (all) Sectors Sales, South West Europe, as Vice President in the Headquarters in Madrid. This last international assignment followed a long period, started in 1997, of good business achievements as Vice President Financial Services Sector, IBM South Region, based in Milan but covering all Banking and Insurance Customers in Italy, Spain, Portugal, Greece, Turkey and Israel.

From 1994 to 1996 he managed a Services Unit based in London formed by an international team and a development Lab located in Dublin. Main task was to identify/select/develop CRM solutions for the European Banking Market.

Between 1990 and 1993 he was Manager of Product Lines IBM Italy with responsibility of product management, product marketing, planning and pricing.

Previously, in 1986, he was assigned to the European Headquarters in Paris, reporting to the Group Director of Services Sector, interfacing the Southern European Countries.

During his first 15 years in IBM, Luciano Martucci carried on various professional and managerial activities: started as System Engineer and then moved to sales and business responsibilities.



**The Innovation Group**  
Innovating business and organizations through ICT

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