Huibert Aalbers

Technical Sales and Consulting Executive

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Profile

Forty-eight year old passionate technologist with thirty years of experience in software development, currently managing a team of close to hundred and fifty software architects, IT specialists and consultants.

Experience

BUE Technical Professionals & SW Services Manager, IBM, México, D.F. - June 2006-Present

In Mexico, the SWG technical team used to be divided in four separate teams. By mid-2006 it became clear that this situation was far from optimal. I was asked to lead the whole pre-sales technical team in order to improve team work, morale, technical skills and specially our results when working on large, complex, multi-brand projects. In 2007 I was asked to also run the Software Group Lab Services team.

Achievements

- Increase the technical skills of the team by improving our use of the education budget, cross-brand skill transfer and self-study.
- Dramatically increase the number of product certifications obtained by the team by adding technical related challenges to their variable compensation model
- Improve the technical team ability to detect new business opportunities by having cross-brand teams working together with complementary products and offerings
- Improve the communication of what the technical career is, and how engineers can climb through the ranks
- Turn around the Education Business, which was producing disappointing results
- Grow the SW Services consulting team while maintaining utilization and GP levels

Most of these initiatives are part of a larger effort to improve the seniority of my team and obtain better recognition and opportunities for them at the LA and WW levels.

Senior Software IT Architect, IBM, México, D.F. - September 2001-June 2006

After IBM acquired Informix, for a while my team and I worked on exposing WebSphere tools to Infomix customers as well as helping them migrate their web applications to the new IBM technology. Today we work on cross-brand projects, evangelizing customers over new technologies, proposing advanced software architectures and participating in the development of proofs-of-concept that require solid programming skills.

Achievements

- Design complex software architectures based on SOA for our largest customers and engage in challenging proofs-of-concept to drive product sales.
- Develop a tool set called Instant Portal that help us migrate Informix Web Datablade and i.Sell applications to J2EE which help us to keep key customers.
- Lead the effort of porting Instant Intranet to J2EE and Websphere.
- Quickly learn and adopt IBM products, obtaining seven product certifications over the last four years.

Director, Internet Competency Center for Latin America, Informix Software, México, D.F. January 2000- August 2001

The acquisition of Java database maker Cloudscape and the partnership with ATG forced Informix Software to create a group of specialists in Java/Internet technologies in each region. The experience of my small team, demonstrated previously on many projects, prompted our regional Vice-President to place it at the head of this new initiative.

Achievements

- Developing a new Internet products sales strategy aimed specifically at the two hundred largest Mexican corporations.
- Writing a complete Web content management solution for one of our largest customers and offer it as an of-the-shelf product (Instant Intranet). This product was an immediate success and was sold in every country in the region.
- Creating demos and reusable components for our e-commerce projects.
- Training engineers from all around the region in Java / Web technologies

Internet Business Development Manager, Informix Software, México, D.F. January 1999-December 1999

Due to the increasing importance of Internet technologies to Informix, it was decided to create a new business unit to focus on this market which I was asked to lead, both from a technical and sales perspective.

Achievements

- Overachieve the sales quota by twenty five percent, by winning new large customers such as SAT, IMSS, the city of Guadalajara, Afore XXI, IFE, Cedetel (now Telefónica), SEP, ILCE, Mabe, MVS, CFE, etc.
- Quickly train my team of three trainees in web technologies to expand our ability to deliver solutions to our customers.
- Establish new business relationships with partners to develop the use of our tools and web products through training, sales and marketing programs.
- Training effectively our sales force in selling web solutions, teaching them how to recognize opportunities and understand the strategies of our competitors.

Senior Consultant, Internet / Object-Relational databases Informix Software, México, D.F. February 1997-December 1998

As a result of the close relationship built with Informix in my previous position and the successful implementation of their technology in an enterprise-wide Intranet project for the third largest Mexican bank (Bital, now HSBC) I was offered this position to reproduce this success at other customers sites.

Achievements

- Developing a new Intranet sales strategy aimed specifically at the largest Mexican corporations.
- Creating several demos, used all over Latin America, to showcase the possibilities of object relational databases in workflow, content management and web-site administration projects in an Intranet environment.
- Providing consulting services to important Informix customers such as the Mexican Senate, Mexican Secret Service, Bancrecer and Televisa.
- Establishing new relationships with key Internet developers to promote our tools.

General Manager PROESA, Director Internet Division ASAE, México, D.F. May 1996-January 1997

Due to the growth of the Internet business that I had created within PROESA (see previous position) it was decided to move it to ASAE, the consulting arm of the Group (with over 300 employees).

Achievements
- Negotiating strategic distribution agreements and partnerships with Netscape, Informix, Silicon Graphics, Sun and Cabletron. This converted us in the first Mexican company that could offer end-to-end solutions for corporate Intranet development.
- Building very quickly a team of young developers, designers, technical support staff and salespersons (25 people) that after going through intensive training were able to produce some very high-quality solutions that allowed us to increase our customer

portfolio with some of the most well-known names in Mexican companies like Pemex, Bital, Bancrecer, TAESA (airline), MVS (cable TV), Mabe, etc.

- Developing an effective sales channel for our ISP service.
- Maintaining the growth of the Apple and PC businesses (18 months of consecutive growth).

General Manager PROESA, México, D.F. June 1995-May 1996

PROESA, a company founded back in 1982, employed 30 persons when I joined it, used to be the largest Apple retailer in Mexico. However, by mid-1995, because of the peso devaluation, the economic crisis and the fierce competition of two American mail-order companies, it was on the verge of collapse, surviving only because of the loyalty of a single very large customer.

Achievements

- Increasing sales 300% (to over US$ 4,000,000), in just one year, during the worst economic crisis in Mexican history. This was in part the result of a new purchasing policy that allowed us to regain low-prices leadership and an improved customer service.
- The marketing effort focused on differentiating us from the mail-order competition that dominated the market and position the company as a value-added retailer with competitive prices. Instead of mailing a catalog I created a quarterly magazine with technical articles and ads of our most competitive products. This strategy proved very effective in improving our image and positioned us as the most knowledgeable Apple retailer.
- Creation of an Internet division that put the corporate offices and two branches on-line. The use of Internet helped us at the beginning to improve internal communication and eased the work of the purchasing department by giving it tools to place orders quickly and tracking products, effectively shortening delivery time of imported goods to our customers. Simultaneously, our web-site contributed to our new image, but it was our Intranet that allowed us to improve the quality of the service provided by our sales force by putting our complete product catalog on-line, including data sheets. Finally, as an ISP we were able to reach a wide range of new customers. The use of the Internet as a sales and purchasing tool was definitively one of the key factors of the company's revival.
- Opening a new branch for Intel based PCs. At the beginning, the growth of this branch was based exclusively on sales to Macintosh customers that used both platforms but we were also able to build a healthy PC only customer base.
- Coordinate the commercial activities of the PROESA stores located outside Mexico City. These stores, part-owned by their managers used to behave quite independently. However, our new purchasing policy allowed them to obtain better prices when

purchasing through us instead of directly from resellers. We also participated together in trade shows and the magazine was used to unite the Group. This way, we were able to centralize purchases and give an image of unity to both our customers and resellers, something that had never been achieved before.

Marketing Manager, ASAE, México, D.F. February 1994-May 1995
ASAE, S.C., founded at the end of 1993 was one of the youngest companies belonging to Grupo ASAE-PROESA and its mission was to sell specific computer solutions to schools, from Kindergarten to High-School.

Achievements
- Negotiate distribution and localization agreements with several key US educational software companies like Davidson, MECC, ImageSmith and Optimum Resource. This allowed us to create attractive and competitive bundles for schools.
- Establish a nation-wide retail channel for these products.
- Design brochures, catalogs, manuals, boxes, etc.
- Translate the software and the manuals (15 titles).
- Build and train a small group of programmers to develop educational and school administration software.

Marketing trainee (AIESEC Student exchange program), Service Information Access (SIA), Montreal, Canada. July 1993-December 1993
SIA is a company that develops client-server software to implement business reengineering strategies.

Functions
- Create promotional brochures and bilingual manuals (French/English) for the company's products.
- Prepare conferences and exhibits to demonstrate the software developed by SIA.
- Implement the help system on one of their products using RPG/400.

Freelance developer, multiple companies, USA-Spain, 1984-1993
Between age sixteen and the end of my studies I developed several games and educational software titles for the Apple II/IIgs North American market. These products were successfully distributed by Britannica Software, Compton's New Media and Phillips Interactive (over 100,000 copies). I also wrote some shareware and several FoxPro applications for small companies.

Education

IPADE - Executive MBA (MEDEX), 2010-2012

Universidad Complutense de Madrid, Spain, Bachelor in Economics and Business Administration, 1992

Computer Skills

Programming languages / Platforms / Other

Java, C/Objective-C, SQL, JavaScript / J2EE, Cocoa / XML, Web Services, BPEL

Databases

Informix, DB2

Enterprise applications

WebSphere Application Server, Rational Application Developer, WebSphere MQ, WebSphere Business Integration Server Foundation, Oracle J/Developer, Orion Application Server, Apache Tomcat, Apache web Server

Operating Systems

Windows, Linux, MacOS X and various flavors of UNIX.

Professional certifications

- Senior Certified Software IT Architect (2008)

Product certifications

- IBM Certified Database Associate - DB2 V9 fundamentals (2007)
- IBM Certified Solution Developer - Web Services Development with RAD (2007)
- IBM Certified SOA Associate (2006)
- IBM Certified System Administrator -- WebSphere Application Server V5.0. (2005)
- IBM Certified Associate Developer -- WebSphere Studio V5.0 (2004)
- IBM Certified for e-business - Solution Designer (2003)
- IBM Certified Specialist - DB2 v7.1 User (2003)
- IBM Certified Solutions Expert - DB2 UDB V7.1 Database Administration for UNIX, Linux, Windows and OS/2 (2003)
- SUN Certified Programmer for the Java Platform (JDK 1.1) (1999)
- Informix Dynamic Server Database Specialist (version 7.x) (1998)

Recent attendance to technical conferences

- Apple's World Wide Developers Conference (2010,2009,2008,2007,2006)
- IBM's Technical Leadership Exchange (2007)

- IBM Impact (2011,2010), IBM Information on Demand (2011,2010,2009, 2008)

Foreign languages

Spanish   Mother tongue

French   Native language

              I lived sixteen years in French-speaking countries

English   Fluent

              Studied the language for 7 years at school

              Six week long intensive course in L.A (1986)

              Numerous stays in England and the USA

German   Conversational level

Dutch   Conversational level

Publications

Introducción a Cloud Computing

This book, published in 2013, is an introduction to Cloud Computing, from a business perspective. The goal I am trying to achieve is to explain in a clear and concise manner, without getting into much technical detail, where the economic benefits from adopting Cloud Computing come from, lay out the obstacles that the organizations looking to adopt this technology will face and help the readers design a strategy to progressively adopt the cloud while avoiding any pitfalls.