

MICHAEL EISA

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Professional Summary:

Visionary and results-driven global sales and business development executive with 20+ years of experience in technology, aerospace, and government sectors. Proven expertise in driving strategic partnerships, market expansion, and high-value contracts, generating \$100M+ in annual sales across North America, EMEA, and APAC.

Strong background in OEM, VAR, and distributor relationships, leading multinational sales teams, and advancing enterprise solutions, cloud ecosystems, semiconductors, and GPU/CPU technologies. Adept at competitive intelligence, strategic sales, and cross-functional leadership to secure multimillion-dollar government and commercial contracts with NASA, ESA, MNCs, and OEMs.

Recognized for leading multi-billion-dollar sales portfolios, executing go-to-market strategies, and fostering long-term customer relationships. Fluent in English, Arabic, French, and intermediate Italian.

Core Competencies:

- ✓ Global Sales & Business Development – Secured and managed large contracts with government agencies, multinational corporations (MNCs), and private sector clients, driving \$100M+ in revenue.
- ✓ Market Expansion & Strategy – Led 30%+ YoY revenue growth across North America, EMEA, and APAC, executing go-to-market strategies for enterprise, government, and commercial markets.
- ✓ Government & Commercial Contracts – Negotiated high-value deals with NASA, ESA, defense agencies, and Fortune 500 companies, expanding presence in aerospace and technology sectors.
- ✓ Competitive Market Intelligence – Expertise in industry trends, competitive landscapes, and emerging technologies in space, defense, and commercial technology.
- ✓ Cross-Functional Leadership – Built and led high-performing sales teams, collaborating with R&D, product development, and marketing to drive strategic growth.
- ✓ Strategic Partnerships & OEM Engagement – Established key alliances with HP, Lenovo, Dell, Intel, Apple, AMD and Nvidia, leveraging relationships to expand sales and market share.
- ✓ High-Profile Client & Stakeholder Management – Deep experience in managing executive-level relationships, aligning solutions with customer needs to secure long-term contracts.
- ✓ Public Speaking & Industry Thought Leadership – Speaker at global forums, including Future Investment Initiative (FII), HP Discover, and UAE GITEX.

- ✓ Enterprise & GAM Sales Expertise – Extensive experience in semiconductor, PC, and data center solutions, with a strong background in Microsoft (UBS GAM) and Hewlett-Packard Enterprise and HP OEM Business Partners (EMEA/Worldwide GAM).
- ✓ International Business Leadership – Led multi-regional teams across EMEA, APAC, and China, driving product adoption and revenue growth while navigating diverse business landscapes.
- ✓ Market Analysis & Growth Strategies – Identified and capitalized on emerging market opportunities, leveraging competitive insights to optimize sales strategies.
- ✓ MDF & Budget Management – Skilled in Market Development Funds (MDF) and Meet-Comp management, ensuring maximum ROI on regional sales initiatives.

Professional Experience:



Vice President International Business Development
Aster COOP, Family Office | 2022 – Present
South of France, France

Aster Coop: Redefining Family Office Solutions for Entrepreneurs

Aster Coop is a pioneering family office cooperative designed for entrepreneurs, distinct from traditional wealth management models. We specialize in advisory, setup, and management of single-family offices, with expertise in succession planning and successor development to ensure sustained business growth.

Key Contributions & Achievements:

- ✓ Developing the Family Office Market in EMEA & APAC – Led market expansion in the Middle East, identifying and consulting business families on tailored family office solutions. Built a strong network through FII Future Investment Initiative – Saudi Vision 2030, securing strategic partnerships and high-value clients.
- ✓ Revitalizing Global Business Operations – Led turnaround strategies for underperforming ventures, addressing operational challenges and ensuring long-term success.
- ✓ Strengthening Strategic Partnerships – Collaborated with investment firms, venture funds, legal advisors, and key stakeholders to align strategies with client objectives. Facilitated growth and succession planning, fostering long-term relationships and investment synergies.
- ✓ Driving Strategic Growth for High-Net-Worth Clients – Spearheaded business expansion, acquisitions, and succession planning across technology, innovation, and private equity sectors.
- ✓ Leading Market Entry & Investment Strategies – Executed high-value negotiations and structured deals for billion-dollar family offices, expanding opportunities across the Middle East, APAC, and Europe.



Chief Executive Officer
EISA Smart Group | 2020 – Present
South of France, France

Global Sales & Business Development | AI Technology | Renewable Energy | Cybersecurity

We are a team of seasoned fractional executives with a proven track record in startup growth, international market expansion, and strategic partnerships. Specializing in renewable energy, we have cultivated an extensive global network of business and political leaders across France, the Middle East, Africa, and Asia (South Korea, Japan), with operational support in the US, South Korea, and Monaco. As a key partner to SAKOWIN FRANCE, a pioneering hydrogen innovator producing CO₂-free energy, EISA SMART GROUP has played a pivotal role in securing investment,

fostering EU collaborations, and advancing solar module manufacturing to redefine the future of sustainable energy.

Key Achievements:

- ✓ Secured multimillion-dollar investments from international investors, government agencies, and venture funds in aerospace and technology sectors.
- ✓ Forged strategic partnerships with top technology firms and government entities, driving growth in aerospace, AI, and semiconductors.
- ✓ Collaborated with EU renewable energy divisions and global investors to support next-gen sustainable technology and innovation exploration initiatives.



Intel WW/EMEA Strategic Growth Initiatives Sales Director (Hewlett-Packard Enterprise)
Intel Corporation | 2000 – 2020 (20 Years)
Bracknell, London, UK, Paris, France

Global Leader Driving Innovation and Growth in Data Center & Commercial Solutions

Key Achievements at Intel Corporation:


- Market Leadership & Revenue Growth:
 - Expanded Intel's market penetration in EMEA, driving revenue growth in data center and commercial PC segments.
 - Secured Intel's first \$10M+ contract with Saudi Royal Family members and key business leaders, utilizing strong relationships.
 - Exceeded sales targets, achieving 30% YoY revenue growth in TELCO NFV solutions and bolstering Intel's presence in emerging markets.
- Strategic Partnerships & Business Expansion:
 - Cultivated executive relationships with OEMs (HP, Lenovo, Dell) and enterprise customers, aligning strategies to maximize growth.
 - Transitioned Intel's focus to Cloud and Data Centers technologies, securing multimillion-dollar deals and increasing market share.
 - Drove the adoption of AI and GPU technologies, establishing Intel as a leader in high-performance computing.
- Innovative Sales Strategies:
 - Led global business development efforts across EMEA, APAC, and MEA, driving record growth in server, workstation, and semiconductor sales.
 - Collaborated with marketing, sales, and product teams, executing strategies that grew market share by 20%.
 - Developed training and enablement programs for partners, strengthening alliances and driving long-term growth.
- Thought Leadership & Organizational Impact:
 - Served as Executive Advisor to Taibah Valley Business Center – Saudi Arabia, promoting sustainable innovation and emerging technologies.
 - Recognized with an Honor Award for contributions to the knowledge economy and presented at HP Discover Barcelona, influencing IT purchasing decisions.

Leadership Roles at Intel Corporation:

- Senior Account Director, Intel WW/EMEA (Hewlett-Packard Enterprise) – Led HP/Intel global server market initiatives, driving growth across 120+ countries.
- Business Development Director, Intel Paris – Managed enterprise accounts and expanded Intel’s presence in the financial services sector.
- EMEA Sales Manager, Intel Solution Services – Led global consultancy projects for enterprise accounts, driving impactful sales solutions.

Driving Impact Across Verticals & Regions:

- Expanded Intel’s footprint in financial services, telecommunication & renewable energy.
- Managed high-value accounts, contributing millions in revenue, and drove \$100M+ in global annual sales across aerospace, AI, and defense technologies.
- Secured multimillion-dollar contracts with NASA and defense sectors for advanced computing and cloud solutions.
- Built partnerships with Hewlett-Packard Enterprise, Lenovo, and Dell, fueling sales in commercial and industrial tech sectors.
- Public Speaker at global conferences, including Hewlett-Packard Enterprise Discover – Barcelona, Spain and UAE GITEX.


WW/EMEA Director of Financial Solutions Group (FSG)
 Microsoft | 1995 – 2000 (5 years)
 Bracknell, UK, London, UK

Visionary Leadership in Financial Services Transformation & Enterprise Growth

Key Achievements at Microsoft EMEA Financial Solutions Group (FSG):

- **Strategic Leadership:** Led Microsoft’s EMEA Financial Solutions Group, managing relationships with top financial institutions like UBS and Credit Suisse within the Microsoft Global Enterprise Program.
- **Team Management:** Directed 100+ consultants, delivering innovative solutions and services to Microsoft’s financial clients across EMEA.
- **Digital Banking Transformation:** Spearheaded transitions for traditional banks to cutting-edge technologies, advancing online banking, investment banking, and securities platforms.

Business Impact:

- **IT Strategy & Innovation:** Revolutionized banking operations, focusing on areas such as online banking, foreign exchange, and treasury systems.
- **Revenue Growth:** Increased sales by 20% through collaboration with OEMs and targeted enablement events.
- **Market Penetration:** Drove a 30% increase in market share, expanding Microsoft’s presence in commercial IT infrastructure.
- **Cloud Solutions:** Played a key role in transforming the financial services IT landscape, positioning Microsoft’s cloud solutions at the forefront of the market.

Strategic Relationships & Leadership:

- **Executive Partnerships:** Cultivated strong, long-term relationships with financial institutions and multinational corporations.

- **Cross-Functional Collaboration:** Worked closely with marketing, product management, and operations teams to optimize customer experiences and sales efforts.
- **Sales Leadership:** Managed complex sales pipelines, securing multi-million-dollar contracts and expanding distribution partner sales.

Expertise & Contributions:

- **Multi-Vertical Leadership:** Led teams across multimedia, telecommunications, cloud, and IoT, delivering exceptional business outcomes.
- **Project Management:** Oversaw large-scale enterprise network deployments, ensuring timely delivery and quality.
- **Business Development:** Drove growth by formulating strategic proposals, conducting workshops, and offering innovative solutions.
- **Market Influence:** Represented Microsoft at major international trade shows, enhancing its market reputation.



Senior Sales Director of Consulting Service, Novell Networking

Novell | 1988 - 1995 (7 years)

Austin, Texas, USA, Bracknell, London, UK

Senior Developer Relationships Business Manager & Sales Consulting Services Director

- Managed partnerships with key Systems Integrators (SIs) and Independent Software Vendors (ISVs) across Novell's Platinum, Gold, and Silver Channel Partners.
- Progressed through strategic roles (Senior Consultant, Director, Sales Advisor) to deliver value to enterprise clients across EMEA, specializing in sectors such as investment banking, insurance, manufacturing, healthcare, defense, financial services, and government.

Major Achievements:

- **Pioneering Regional Expansion:** Established Novell's first office in the Middle East, launching operations in Dubai in 1993, driving regional growth.
- **Enterprise Account Leadership:** Led key enterprise accounts across EMEA, consistently boosting sales of Novell's network solutions and services.

Novell Expertise and Contributions:

- **Thought Leadership:** Delivered presentations to global consulting leaders (EDS, Andersen, KPMG, McKinsey, Capgemini, Booz Allen, IBM) on emerging tech trends.
- **Knowledge Transfer & Training:** Conducted workshops and executive briefings, transforming Novell's consulting methodologies into actionable resources.
- **Technical Excellence:** Collaborated with developers and sales teams to troubleshoot complex NetWare compatibility issues, ensuring seamless solutions.
- **Customer-Centric Approach:** Acted as the bridge between clients and Novell's development teams, driving customer satisfaction and enhancing developer engagement via the Novell Professional Developer Program.

Education:

Saint Edwards University, Austin, Texas, USA

Bachelor's in Computer and Information Sciences (1990 – 1993), Graduated with Honors

Languages:

English (Fluent), French (Fluent), Arabic (Fluent), Italian (Intermediate)

Planning to attend Yonsei University Korean Language Institute, Seoul, South Korea

Additional Information:

- Open to relocation & 60-70% global work & travel across USA, EMEA, Asia and South America
 - Strong adaptability and cultural sensitivity with extensive international business experience
 - Eligible for high-level USA government security clearance
 - Deep network of various industries executives, government leaders, and private sector business partners in Aerospace, AI Technology, and Cybersecurity and Data Centers and Financial Solutions.
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