

[Back to the Front Page](#)

A Day in the Life of... Paolo Furini



Paolo Furinig

Running is Paolo's Mantra. He leaps out of bed at 7am each day to get in a quick run before beginning his BEA day at the Milan office. Paolo has already run the New York Marathon, so a quick sprint before breakfast is just a stroll in the park for him really. Once done, he jumps into his BMW 320 for the 45 minutes drive to the BEA offices, where who knows what the day might bring?

You see, Paolo's marketing territories span a number of very diverse and geographically spread territories, including his native Italy and The Middle East & Africa. When he's in the office, he's focused on campaign lead generation. Right now, the emphasis is on rolling-out the BPM & ESB Roadshow across EMEA – it's the region's first pan-EMEA customer roadshow event and has proven extremely popular with customers and prospects.

"One of the biggest challenges is getting our partners to adapt to our style," he explains. "It's tough because the culture, language and approach to business differ so much from country to country. A lead generation campaign that works in Italy may need considerable re-work to be productive in Greece, for example. Many of the partners in these emerging regions don't have experience of BDRs or telemarketing so you have to go back to the basics, like using a database to capture names."

Typically, Paolo is in the Milan office two days a week, then the Rome office for a day and then traveling further a field: to the Middle East or South Africa. "You really have to adapt your technique from country to country. South Africa tends to be more autonomous and it's tricky to constrain them to campaign time schedules, whereas the Middle East region tends to have quick a Latin outlook – which suits us Italians!"

Paolo leaves the office around 7pm and has a vast array of activities to keep him busy. He plays golf (handicap 24), skis and enjoys climbing. He's a self-confessed Xbox 360 addict and is currently trying to complete Halo 3. And he is in the second of the three year naturopathy course, a school of medical philosophy and practice that seeks to improve health and treat disease chiefly by assisting the body's innate capacity to recover from illness and injury. It includes a broad array of different modalities, including manual therapy, hydrotherapy, counseling, environmental medicine, aromatherapy, nutritional counseling and so on.

So if you're feeling low, talk to Doctor Paolo. You can also catch up with him on his blogs:

Furo66.wordpress.com (personal) and www.caffeconbea.it (bea)

[Back to the Front Page](#)