

CURRICULUM VITAE: MICHAEL EISA

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Professional Summary:

Visionary and results-driven global sales and business development executive with 20+ years of experience across the technology, aerospace, and government sectors. Proven track record of securing strategic partnerships, driving market expansion, and closing high-value contracts—generating over \$500M in annual sales across North America, EMEA, and APAC.

A recognized leader in OEM, VAR, and distributor ecosystems, with deep expertise in leading multinational sales teams and advancing enterprise solutions, cloud platforms, semiconductors, and GPU/CPU technologies.

Currently focused on accelerating the global adoption of energy-efficient Circular Data Centers—spearheading sustainable, low-carbon digital infrastructure initiatives that align with net-zero and ESG targets. Experienced in positioning next-generation data centers as strategic assets for governments, hyperscale's, and multinational enterprises seeking efficiency, scalability, and environmental responsibility.

Adept at competitive intelligence, cross-functional leadership, and complex deal execution, including multimillion-dollar government and commercial contracts with NASA, ESA, leading OEMs, and global MNCs.

Recognized for managing multi-billion-dollar portfolios, executing go-to-market strategies, and cultivating long-term client relationships. Multilingual: Fluent in English, Arabic, French, and conversational Italian.

Core Competencies:

- ✓ **Market Expansion & Strategy** – Achieved 30%+ YoY revenue growth across North America, EMEA, and APAC by executing go-to-market strategies focused on sustainable digital infrastructure, enterprise transformation, and public-private sector initiatives.
- ✓ **Government & Commercial Contracts** – Negotiated and executed high-value deals with NASA, ESA, defense ministries, and Fortune 500 companies—positioning next-generation Circular Data Centers as strategic assets for mission-critical operations.
- ✓ **Competitive Market Intelligence** – Deep knowledge of industry trends and technology shifts, including ESG-aligned data center innovation, AI acceleration, and digital sovereignty in space, defense, and commercial tech.
- ✓ **Cross-Functional Leadership** – Built and led high-performance global sales teams, aligning with R&D and marketing to develop low-carbon, scalable Circular Data Center offerings tailored to emerging regulatory and sustainability frameworks.
- ✓ **Strategic Partnerships & OEM Engagement** – Forged strategic alliances with HP, Lenovo, Dell, Intel, Apple, AMD, and Nvidia to co-develop and deliver energy-optimized data center.
- ✓ **High-Profile Client & Stakeholder Management** – Expert in managing executive-level stakeholder

relationships, advancing customer success through customized eco-efficient infrastructure solutions.

✓ Public Speaking & Industry Thought Leadership – Featured speaker at global forums including FII, HP Discover, and UAE GITEX, advocating for circular economy principles in digital infrastructure and sustainable technology leadership.

✓ Enterprise & GAM Sales Expertise – Specialized in semiconductor, PC, and modular data center sales, with a strong track record in Microsoft (UBS GAM) and HP OEM/Ecosystem engagements across EMEA and globally.

✓ International Business Leadership – Led multi-regional teams across EMEA, APAC, and China to scale green data center projects, drive partner enablement, and navigate complex regulatory environments.

✓ Market Analysis & Growth Strategies – Identified and leveraged high-growth opportunities in AI-ready, energy-efficient compute infrastructure, aligning market data with aggressive sales expansion.

✓ MDF & Budget Management – Expert in managing Market Development Funds (MDF) and Meet-Comp strategies, ensuring optimal ROI from programs supporting sustainable IT adoption and Circular Data Center growth.

Professional Experience:



Vice President International Business Development

Aster COOP, Family Office | 2022 – Present

Monaco Monte Carlo & Paris, France

Aster Coop: Redefining Family Office Solutions for Entrepreneurs

Aster Coop is an innovative cooperative family office model built specifically for entrepreneurs—distinct from traditional wealth management firms. We specialize in the advisory, setup, and management of single-family offices, with deep expertise in planning and the development of next-generation leadership to support sustainable, long-term business growth.

Key Contributions & Achievements:

✓ Expanding the Family Office Market in EMEA & APAC – Led market development in the Middle East and Asia-Pacific, advising entrepreneurial families on customized family office structures. Built a robust network through the Future Investment Initiative (FII) aligned with Saudi Vision 2030, securing strategic partnerships and high-value clientele.

✓ Revitalizing Global Business Operations – Implemented turnaround strategies for struggling business units, resolving operational inefficiencies, and setting a foundation for sustained profitability and growth.

✓ Building Strategic Partnerships – Worked closely with investment firms, legal advisors, venture capital funds, and key stakeholders to ensure strategic alignment with client goals. Supported succession planning and long-term investment strategy, strengthening trust and collaboration.

✓ Driving Growth for High-Net-Worth Entrepreneurs – Led business expansion initiatives, acquisitions, and succession planning across sectors such as technology, innovation, and private equity, enabling long-term value creation.

✓ Executing Market Entry & Investment Strategies – Negotiated and structured high-value deals for billion-dollar family offices, successfully expanding their investment footprint across the Middle East, APAC, and Europe.



Chief Executive Officer

EISA Smart Group | **2020** – Present

Monaco Monte Carlo & Paris, France

Global Sales & Business Development | AI & Energy Efficient Data Center | Renewable Energy

We are a team of experienced fractional executives with a proven history of driving startup growth, international market expansion, and strategic partnerships. Specializing in renewable energy, we have developed a broad global network of business and political leaders across France, the Middle East, Africa, and Asia (including South Korea and Japan), with operational bases 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 been instrumental in securing investments, fostering EU collaborations, and advancing solar module manufacturing—helping to shape 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 leading technology firms and government bodies, driving growth in aerospace, AI, and semiconductor markets.
- ✓ Collaborated with EU renewable energy agencies and global investors to promote next-generation sustainable technologies and innovation initiatives.



Global Strategic Growth Initiatives Sales Director (Hewlett-Packard Enterprise)

Intel Corporation | 2000 – 2020 (20 Years)

Bracknell, London, UK, Paris, France

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

Key Achievements at Intel Corporation:

- Market Leadership & Revenue Growth:
 - Expanded Intel's market penetration across EMEA, driving strong revenue growth in data center and commercial PC segments.
 - Secured Intel's first \$50M+ contract with Saudi Royal Family members and prominent business leaders through strategic relationship-building.
 - Surpassed sales targets with 30% year-over-year revenue growth in TELCO NFV solutions, boosting Intel's presence in emerging markets.
- Strategic Partnerships & Business Expansion:
 - Developed and maintained executive relationships with OEMs including HP, Lenovo, and Dell, aligning strategies to accelerate growth.
 - Led Intel's strategic shift toward Cloud and Data Center technologies, securing multimillion-dollar deals and increasing market share.
 - Championed AI and GPU adoption, positioning Intel as a leader in high-performance³ computing.
- Innovative Sales Strategies:

- Directed global business development across EMEA, APAC, and MEA, achieving record growth in servers, workstations, and semiconductors.
- Collaborated cross-functionally with marketing, sales, and product teams to execute strategies that grew market share by 20%.
- Designed and implemented partner training and enablement programs, strengthening alliances and driving sustainable growth.
- Thought Leadership & Organizational Impact:
 - Served as Executive Advisor to the Taibah Valley Business Center in Saudi Arabia, promoting sustainable innovation and emerging technologies.
 - Honored with an Award for contributions to the knowledge economy; presented at HP Discover Barcelona, influencing IT purchasing decisions globally.
- Leadership Roles at Intel Corporation:
 - Senior Account Director, WW/EMEA (Hewlett-Packard Enterprise): Led global server market initiatives for HP/Intel, driving growth across 120+ countries.
 - Business Development Director, Intel Paris: Managed key enterprise accounts and expanded Intel's footprint in financial services.
 - EMEA Sales Manager, Intel Solution Services: Directed global consultancy projects, delivering impactful sales solutions for enterprise clients.
- Driving Impact Across Verticals & Regions:
 - Expanded Intel's presence in financial services, telecommunications, and renewable energy.
 - Managed high-value accounts contributing millions in revenue, driving \$100M+ in annual global sales across aerospace, AI, and defense technologies.
 - Secured multimillion-dollar contracts with NASA and defense agencies for advanced computing and cloud solutions.
 - Built strong partnerships with Hewlett-Packard Enterprise, Lenovo, and Dell, fueling growth in commercial and industrial technology markets.
 - Delivered keynote speeches at premier global conferences, including Hewlett-Packard Enterprise Discover (Barcelona) and UAE GITEX.

 Global 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 key relationships with top financial institutions such as UBS and Credit Suisse under the Microsoft Global Enterprise Program.
- Team Management: Managed over 100 consultants, delivering innovative IT solutions and services to financial clients across the EMEA region.
- Digital Banking Transformation: Spearheaded the modernization of traditional banks by implementing advanced online banking, investment banking, and securities platforms.
- Business Impact & IT Strategy & Innovation: Revolutionized banking operations by focusing

on critical areas including online banking, foreign exchange, and treasury management systems.

- Revenue Growth: Achieved 20% sales increase through strategic partnerships with OEMs and targeted enablement events.
- Market Penetration: Expanded Microsoft's commercial IT infrastructure market share by 30% across EMEA.
- Cloud Solutions Leadership: Played a pivotal role in positioning Microsoft's cloud solutions as the market leader in financial services IT transformation.
- Strategic Relationships & Leadership & Executive Partnerships: Built and nurtured long-term relationships with financial institutions and multinational corporations.
- Cross-Functional Collaboration: Worked closely with marketing, product management, and operations teams to optimize customer engagement and sales effectiveness.
- Sales Leadership: Managed complex sales pipelines secured multimillion-dollar contracts and expanded partner distribution channels.
- Expertise & Contributions & Multi-Vertical Leadership: Led teams across multimedia, telecommunications, cloud, and IoT sectors, consistently delivering exceptional business results.
- Project Management: Oversaw large-scale enterprise network deployments, ensuring projects were delivered on time and met quality standards.
- Business Development: Drove growth through strategic proposals, workshops, and innovative client solutions.
- Market Influence: Microsoft represents major international trade shows, elevating the company's market presence and 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 strategic partnerships with key Systems Integrators (SIs) and Independent Software Vendors (ISVs) across Novell's Platinum, Gold, and Silver Channel Partners.
- Progressed through senior roles—including Senior Consultant, Director, and Sales Advisor—to deliver tailored value to enterprise clients across EMEA, with a focus on investment banking, insurance, manufacturing, healthcare, defense, financial services, and government sectors.

Major Achievements:

- Pioneering Regional Expansion: Founded Novell's first Middle East office, launching operations in Dubai in 1993 and driving significant regional growth.
- Enterprise Account Leadership: Led critical enterprise accounts across EMEA, consistently increasing sales of Novell's network solutions and consulting services.

Novell Expertise and Contributions:

- **Thought Leadership:** Delivered presentations on emerging technology trends to global consulting leaders: EDS, Andersen, KPMG, McKinsey, Capgemini, Booz Allen, and IBM.
- **Knowledge Transfer & Training:** Conducted workshops and executive briefings to translate Novell's consulting methodologies into practical, actionable solutions.
- **Technical Excellence:** Collaborated closely with developers and sales teams to troubleshoot complex NetWare compatibility challenges, ensuring smooth and effective solutions.
- **Customer-Centric Approach:** Acted as a critical liaison between clients and Novell's development teams, driving customer satisfaction and enhancing developer engagement through the Novell Professional Developer Program.

Education:

Saint Edward's University, Austin, Texas, USA

Bachelor of Science in Computer and Information Sciences (1990 – 1993)

Graduated with Honors

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

Language Study: Attend Yonsei University Korean Language Institute, Seoul, South Korea

Additional Information:

- Willing to relocate and available for extensive global travel (>70%) across the USA, EMEA, Asia,
- Highly adaptable with strong cultural sensitivity and extensive international business experience
- Eligible for high-level European government security clearance
- Extensive network of C-level executives, government leaders, and private sector partners across diverse industries including Semiconductors, Automotive, Shipbuilding, Petrochemicals, Aerospace, Artificial Intelligence (AI & Data Centers), Industry 4.0 & Robotics, Renewable Energy.

