

Biography of Francis Barassi

Vice President, Enterprise Software @ Hitachi Energy

Key Biscayne, FL, USA



Francis Barassi

Currently VP of Enterprise Software
North America at Hitachi Energy.



[Francis Barassi](#) was born in Tucson, Arizona, on January 11, 1967. He spent his formative years in the diverse atmosphere of Tucson, which helped shape his curiosity and interest in various cultures and global perspectives. Growing up, he displayed a keen interest in technology and business, which would later define his successful career. His childhood environment fostered an appreciation for diversity and innovation, laying the groundwork for his future endeavors in the international business landscape.

Scholarly Pursuits

Francis earned a Bachelor of Science from Georgetown University's School of Foreign Service. His education focused on international relations, giving him a strong foundation in understanding global dynamics. This comprehensive educational background allowed him to develop a nuanced perspective on international affairs, which proved invaluable in his professional life. He later pursued an MBA in International Management from Thunderbird (American Graduate School of International Management), graduating with distinction. This advanced degree equipped him with the skills necessary to navigate the complex world of international business, enhancing his ability to lead and innovate in various roles.

A Passion for International Affairs

Throughout his career, Barassi has spent many years working on three continents, including South America, Europe, and North America. His international experience has enriched his professional and personal life, providing him with unique insights and a global network. In addition to speaking English, he has also learned Spanish and Portuguese. His fluency in these languages has allowed him to communicate effectively with diverse teams and clients across different regions, fostering strong business relationships and facilitating seamless operations. His multilingual abilities have been a significant asset in his career, enabling him to bridge cultural gaps and drive business success.



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The Dawn of His Career

Francis Barassi began his professional journey at Xerox Corporation in 1995, where he held various roles. He started as the Program Launch Manager for Latin America, based in Mexico City. Here, he successfully launched the Xerox Expense Management System (XEMS) across major Latin American countries, including Argentina, Brazil, Chile, Colombia, Mexico, and Venezuela. His efforts resulted in significant market penetration and revenue growth for Xerox. He then moved on to become the Division Manager/Key Account Manager for Xerox Business Services in Chile. In this role, he managed significant accounts and achieved substantial revenue growth. He was instrumental in developing and negotiating strategic outsourcing contracts, including a landmark deal with Telefonica that doubled Xerox's revenue from the account.

SchlumbergerSema

In 2000, Francis Barassi joined SchlumbergerSema as the Director of New Sales for Latin America. He managed a regional sales team and secured significant contracts with telecom providers. His work contributed significantly to the company's revenue and regional market presence. His tenure at SchlumbergerSema was marked by his ability to drive sales and build strong client relationships, further establishing his reputation as a formidable leader in the technology and business sectors.

The Career Sweet Spot

In 2003, Francis joined Convergys Corporation as the Director for LATAM North. He managed the sales team and set up regional headquarters in Northern Latin America. His efforts resulted in significant sales and the profitable build-out of the regional headquarters. His strategic vision and leadership were crucial in driving growth and establishing a strong market presence for Convergys in the region. Later, he moved to Edocs, Inc., in December 2003, where he served as the Director of Latin American Sales and Operations. He opened the Latin American market for Edocs, generating a solid pipeline of prospects and closing significant contracts within the first year. His success in this role demonstrated his ability to drive growth in new markets, showcasing his entrepreneurial spirit and business acumen.

A professional headshot of Francis Barassi, a middle-aged man with grey hair and a mustache, wearing a dark suit, white shirt, and green tie. He is sitting and leaning forward with his arms crossed, looking directly at the camera. The photo is framed by a green border.

Francis Barassi

Launched Xerox Expense Management System in major Latin American countries.

Oracle Corporation

In 2005, Barassi joined Oracle Corporation, initially as the Regional Director for LACA—Self-Service. He managed the integration of Docs self-service products into the Sievel sales organization and achieved significant sales growth. He then served as the Applications Sales Director, Communications Global Business Unit, where he achieved record sales and managed the most significant single license sale in CGBU history. From 2011 to 2017, he held various vice president roles at Oracle. He founded TOA Technologies' Latin America business, leading to significant revenue growth. After Oracle acquired TOA Technologies, he managed Oracle's field service business for Latin America and the Caribbean, achieving substantial growth in ACV bookings and expanding into new verticals.

ClickSoftware

In 2017, Francis became the Vice President for Southern Europe at ClickSoftware. He assisted with the reorganization of Click's sales and account management organization in Southern Europe, achieving notable successes, including signing new logos and managing key accounts. His strategic leadership and ability to drive growth in new markets were instrumental in ClickSoftware's success in the region.



Francis Barassi

*MBA in International Management from Thunderbird,
graduating with distinction.*

The Latest Chapters

In 2020, Francis Barassi joined OverIT USA, Inc. as the Vice President for North America. He played a crucial role in expanding OverIT's presence in North America. He did this by recruiting and onboarding a seasoned sales team and closing significant deals within the first few months. His efforts significantly contributed to the company's growth and

market presence. In 2021, he became the Vice President for North America Energy, Utilities & Resources at IFS North America. He successfully integrated the Clevest sales team into IFS and achieved impressive annual growth. He secured strategic wins at significant utility companies, further establishing IFS's presence in the market.

Currently, Francis is the Vice President of Enterprise Software North America at Hitachi Energy. In this role, he continues to leverage his extensive experience in enterprise software and energy solutions to drive growth and innovation. His leadership and strategic vision are instrumental in advancing Hitachi Energy's market position in North America. His ability to adapt and thrive in different environments underscores his resilience and dedication to his career.

Life Outside the Office

Francis Barassi resides in Key Biscayne, FL, with his spouse, Clara Romero. He enjoys a fulfilling personal life while balancing his professional commitments. Despite his demanding career, he finds time to engage in personal interests and spend quality time with his family. His ability to maintain a healthy work-life balance reflects his strong organizational skills and dedication to both his professional and personal life. His journey from Tucson to his current role at Hitachi Energy is a testament to his hard work, determination, and passion for international business.

Francis Barassi

Served as Director of Latin American Sales and operations at Edocs, Inc. in 2003.



WORK EXPERIENCE

Hitachi Energy

Vice President, Enterprise Software

Manage Hitachi Energy’s broad enterprise software portfolio throughout the United States, Canada, Mexico and the Caribbean: EAM, FSM, MWM, EPM/ETRM, Vegetation Management, eSOMS Artificial Intelligence (AI), Cloud Computing and +14 skills

2024 - Present | Florida, United States

IFS

Vice President, North America, Energy, Utilities and Resources

Lead the Sales Team for IFS Energy, Utilities & Resources Vertical business unit in North America.

- Successfully integrated the Clevest sales team into IFS post acquisition, with refocused engagement strategy in Enterprise accounts.
 - Achieved annual growth of over 100% year over year since FY 2021
 - Secured strategic wins at 3 of the top 10 independent Utilities in North America in since 2022 with total of 18 new logos
- Lead the Sales Team for IFS Energy, Utilities & Resources Vertical business unit in North America. Successfully integrated the Clevest sales team into IFS post acquisition, with refocused engagement strategy in Enterprise accounts.
- Achieved annual growth of over 100% year over year since FY 2021
 - Secured strategic wins at 3 of the top 10 independent Utilities
- Business Strategy, Artificial Intelligence (AI) and +3 skills
- July 2021 - May 2024 | Miami, Florida, United States
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OverIT - Field Service Management

Vice President Sales, North America

- First hire into North America sales team upon OverIT expansion into the region
 - Recruited and onboarded sales and BDR team of seasoned industry experts- Closed first two new logos in North America in first 6 months and generated pipeline of over \$20M- First hire into North America sales team upon OverIT expansion into the region - Recruited and onboarded sales and BDR team of seasoned industry experts - Closed first two new logos in North America in first 6 months and generated pipeline of over \$20M...see more
- Augmented Reality (AR), Direct Sales and +3 skills
- March 2020 - July 2021 | Miami, Florida, United States
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<https://www.behance.net/francis-barassi/resume/pdf>

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Work Experience :: Behance

ClickSoftware

VP Sales - Southern Europe

Responsible for managing Sales and Account management during transition to Francisco Partners ownership and through to Salesforce Acquisition. Assisted in the transition to a larger new sales team in EMEA. Achievements included signing 8 new logos in 18 months and managing Clicksoftware's largest global customers in Utilities and Communications. Responsible for 5 of Clicksoftware's Top 10 accounts in EMEA

September 2017 - March 2020 | United States

EDUCATION

Georgetown University's School Of Foreign Service

Bachelor of Science in Foreign Service and International Relations
Grade: Cum Laude

Activities and societies: Certificate in Latin America Regional
StudiesActivities and societies: Certificate in Latin America Regional Studies United
States

Thunderbird School Of Global Management

MBA, International BusinessMBA, International Business

Grade: Cum Laude