



A leading expert on Sales & Marketing,
Michael Grandinetti.

“LEARNINGworks!”
...for the Highlands and Islands

“The key is not to bite off too much, but to establish a foothold in a market where you are clear on your strategy and target customers.”

Mike Grandinetti



PROFILE

Mike Grandinetti

Mike Grandinetti is a world renowned business and entrepreneurial coach experienced in working with companies and economic development organisations internationally – including SMEs in the Highlands & Islands.



Businesses across many sectors benefit from Mr Grandinetti's experience as a successful serial entrepreneur.

He has helped lead four venture-backed companies to successful exits for investors worth more than \$1.4 billion in total. Until recently he served as Chief Marketing Officer for Virtual Iron a leading provider of data centre software solutions which raised \$65m in venture and strategic capital.

Known for his world class entrepreneurial “go to market” skills, Mr Grandinetti has been consistently successful in launching several emerging technology companies and scores of new products, including the creation of several new product categories.

