

JIM BRAMANTE

Senior Vice President of IBM Growth Markets

Summary

- Responsible for IBM business in high growth economies
- Until 2011 General Manager of IBM Southwest Europe
- Until 2009 he was responsible for IBM Consulting business in the United States and Canada.
- 25 years consulting industry experience.
- Experienced leader with previous positions as global sector/practice leader and CFO.
- Selected as a Top 25 Consultant by Consulting Magazine for 2009, and was honored with their award in Leadership.



Jim Bramante is the Senior Vice President of IBM Growth Markets based in Shanghai. His global mission is to drive business success in high growth economies across Asia Pacific, Latin America, Central & Eastern Europe, Middle East and Africa.

Previously, Jim was General Manager of IBM Southwest Europe leading all of IBM's business operations with responsibility for revenue, profit and client satisfaction in Southern Europe.

Until 2009 he was responsible for IBM's consulting business in the United States and Canada overseeing more than 20,000 partners and consultants and more than \$7 billion in annual revenues. He managed the service line's strategic direction, client relationships, and operations. In addition, Bramante serves on IBM's Chairman's Performance and Innovation team. Through years of generating success for IBM and his enterprise-class clients, he has gathered a unique purview of the business world: one that can see future-forward as well as dig deep into the key issues driving business today.

With 25 years of industry and consulting experience, Jim has worked with leading companies and executives around the globe, including Rohm & Haas, AT&T, H.J. Heinz, Bristol Myers Squibb, and PECO Energy. His client focus has been on business transformation driven through the partnership of finance and business operations. He has led many global sector and practice areas, including IBM's Distribution practice (covering the Retail, Consumer Products, Life Sciences/Pharmaceuticals, and Travel & Transportation industries) and Financial Management Practice.

Prior to IBM, Bramante was the CFO of PricewaterhouseCoopers Consulting in the Americas and was part of the organization's executive committee. During his tenure, he led a major global restructuring and was a key member of the team that led the transition of the firm's consulting division to IBM. Previously, he worked for Owens Corning Fiberglas in both finance and operations.

Bramante co-authored the book *eCFO – Sustaining Value in the New Corporation*. He is a member of the Board of Editors for the *Journal of Cost Management* and an advisory board member at the Business Performance Management (BPM) Forum. He was recently appointed as a board member of the SE Pennsylvania Chapter of the American Red Cross.

His articles have appeared in *Consulting Magazine*, *Leadership Excellence*, and *Supply & Demand Chain Executive*. Previously, he has spoken at the Consulting Summit, Business Performance Management Summit and the Stanford

University Leadership conference series. In 2009, he was named a Top 25 consultant of the year by Consulting Magazine and has been awarded with their Leadership honor.

Quick facts

Key roles and positions

- Senior Vice President, IBM Growth Markets (current)
- General Manager, IBM Southwest IOT (past)
- Managing Partner, IBM Global Business Services, North America (past)
- Managing Partner, Global Distribution Sector Leader, IBM Global Business Services (past)
- Managing Partner, Global Financial Management Practice, IBM Global Business Services (past)
- CFO, PricewaterhouseCoopers Consulting (PwC), Americas (past)
- Partner and leader of several service lines, CFO of PricewaterhouseCoopers Consulting (past)
- Board member, SE Pennsylvania Chapter of the American Red Cross (current)

Recent Speaking Engagements

- Keynote presentation on Future of Work; Consulting Summit hosted by Kennedy; NY, Oct 2008
- Stanford University Leadership Series, The Enterprise of the Future: Turning Change into Opportunity, July 2008; (video link) <http://www.kantola.com/Jim-Bramante-PDPD-318-S.aspx>

Recent Publications

- IBM - Delivering Performance through continuous transformation, September 2009
<http://www-935.ibm.com/services/us/gbs/bus/html/ibm-performance-transformation.html>
- CNBC: How New Intelligence Will Tame The Information Explosion, June 2009, Bramante & LaValle,
<http://www.cnbc.com/id/31446315/site/14081545>
- Business Analytics and New Intelligence, Consulting Magazine, March 20, 2009,
<http://www.consultingmag.com/article/ART236325?C=61PWnK9qQNvq6546>
- Mastering Carbon Management, Supply Demand and Chain Executive Magazine, Jim Bramante with Sanjeev Nagrath and Karen Butner, 2009,
<http://www.sdexec.com/online/article.jsp?siteSection=4&id=10733&pageNum=3>
- Leadership Excellence, January 2009, Making Change Work: Learn Lessons from the Best article by Jim Bramante & Lawrence Owen, http://docs.tracomcorp.com/PCD/Article/Leadership_Excellent_Skip_the_Mirror.pdf

Education

- MBA, Finance, University of Toledo
- BS, Economics and Accounting, Rutgers University

Honors

- Jim Bramante has been selected as a Top 25 Consultant by Consulting Magazine, as well as a recipient of their annual Leadership Award: <http://www.consultingmag.com/article/ART631825T?C=f2tR2mX0h6G6yDqu>