



Craig Bernero

SVP, ISG Common Platform Systems Engineering
Dell Technologies

Craig Bernero is the Senior Vice President for the Common Platform Systems Engineering (CPSE) organization, chartered with delivering common software capabilities and common security enablement technologies that enables the ISG Product portfolio. Primary areas of focus include Common Platform Engineering, Common Management and Orchestration, Common Security technologies and Governance, and DevOps/AIOps/Containers/Kubernetes, Operating System integration/interoperability/certification. The CPSE function is a global Engineering organization of 1000+ highly skilled engineers within ISG Engineering and Development, that provides key common components, libraries, and services to enable meeting customer needs, improve time to market, and improve overall productization efficiency of the ISG technologies, products and offers.

Craig formerly led the Customer Experience Engineer (CEE) organization within the Infrastructure Solutions Group (ISG) Engineering and Development organization and was formed from disparate organizations based on Craig's personal business plan identifying key gaps in operational scale, process, and technology innovation. The global CEE team of 1,000+ employees and 400+ contingent workers is directly responsible for delighting customers (both internal and external) by addressing the most technical challenges and identifying business opportunities across all of Dell Technologies Data Center products, within the Infrastructure Solutions Group.

Craig has ~30+ years of experience in high technology, the last 25+ with Dell Technologies via the EMC acquisition. Craig's specialty has been in global scale operations, M&A and integration (Documentum, Greenplum, Pivotal Labs), engineering delivery of key product innovations (PowerScale, PowerStore, PowerVault, Unity XT,

CloudIQ, etc.) and innovative service offerings (Value Added Services-DSE, Data Science Practice, etc.). He practices a servant empathetic leadership style, which has resulted in record level Employee Satisfaction ratings (eNPS) for every organization he forms or joins and has held global leadership roles in engineering (development, QE, etc.), operations, business development, pre-sales and services (support, professional services, and training). He is Dell Technologies Employee Resource Group (ERG) Latino Connection co-executive sponsor, based on his fundamental belief that diversity drives greater innovation, employee satisfaction and ultimately results in better business outcomes for our customers. His team and he personally has received several industry awards and recognitions including selected as the TCB Customer Excellence advisory board member, receiving the Science and Technology Emmy Award for HSM solutions (Isilon/PowerScale) and the HITEC 100 global leadership award (four years in a row). He is also an active mentor, sponsor and advocate for under-represented minorities. Craig is an active speaker focusing on a wide range of topics (Technology, Strategy, Innovation, Operational Excellence, Leadership, etc.) with audiences including CxO one on one, up to 20,000+ as a keynote speaker.

Craig started his career within the Advanced R&D group at GE Aircraft Engine as an Advanced Manufacturing Computer Integrated Engineer where he worked on the turbine design for the award winning GE90 aircraft engine (still today the highest quality, best fuel efficiency and overall power output) and was indoctrinated into GE's Lean Six Sigma practices during Jack Welch's tenure. He later worked at Parametric Technology Corporation (PTC) in a variety of service roles as the company transitioned from start up to medium sized business (100 to 5000+ employees enabling the achievement of \$1 Billion in revenue), and later started as one of three original leaders, at NTSI, a system integrator, where he was the top implementation specialist which tripled in revenue / and grew to over 60+ employees before joining Dell EMC in 1999.

Craig earned a Bachelor of Science degree in Manufacturing Engineering from Boston University where he was Dean Award recipient based on academic excellence and community impact/ contributions. He later pursued a Master of Science in Engineering management and then earned his MBA from Northeastern University with dual specialization in International Business and Innovation/Entrepreneurship, graduating with

top honors. He has been previously certified in Operating Systems (Linux, Solaris, AIX, Windows MCSE and MCT), Networking (Cisco CCNA, Brocade, etc.) and database (Oracle DB) technologies.

He has lived in 10+ countries around the world (Africa, Asia, South and Central America), resulting in language fluency and leverages his global upbringing to every role throughout his career based on deep understanding of customer and team cultural norms, and business practices.

He regularly practices what he preaches... “***Family and Health come FIRST...ALWAYS!***”. He is happily married, a father of three and regularly volunteers to give back to the community. Personally, he enjoys spending quality time with his family, exploring nature and all things outdoors (camping, hiking, fishing, kayaking, etc.), a master tinker, an avid learner and loves to create and learn to work with new tools for any project, big or small as working with his hands and his mind to solve any challenge is one of his many creative outlets.