MARCO CAMISANI CALZOLARI

Marco has been involved in the digital sector since 1994 as Digital Communication and Digital Transformation advisor, University contract Professor, Entrepreneur, Keynote speaker and Book Writer.

He lives in London, born in Milan, now a British Citizen. Has worked as Digital Communication or Digital Transformation advisor for large enterprises like Henkel, Mondelez, Roche, Atlantia, Danieli and others.

As a book writer he has authored several books about Digital Strategy. He is a contributor to many magazines, radio and television channels with regard to digital topics.

AS DIGITAL EVANGELIST for large enterprises ■■■

2017 — **Atlantia S.p.a.**
Digital Transformation advisor
Atlantia Spa (Holding for **Autostrade per L'Italia, Aeroporti di Roma, Telepass**, Revenue €3.750 billion)

2017 — **Danieli S.p.a.**
Digital Communication advisor
Danieli Spa (a multinational company ranks among the three largest suppliers of equipment and plants to the metal industry in the world. Revenue €2,508 billion)

2016 — **Roche**
Digital Communication and Digital Transformation advisor
Roche (Basel, Switzerland, one of the largest pharmaceutical companies in the world. Revenue 47.462 billion CHF)

2013 — **Mondelez - Kraft**
Digital Communication and Digital Transformation advisor
Mondelez (American multinational confectionery, food, and beverage company. Revenue $25.920 billion)

2012 — **Henkel**
Digital Communication and Digital Transformation advisor
Henkel (chemical and consumer goods company. Revenue €18.089 billion)

2004 to now — **Politics and Institutions**
under non disclosure agreement

AS ACADEMIC TEACHER ■■■

2015 to now — **Università di Pavia**
Contract Professor in Business Digital Communication
▪ Taught the course on "Business Digital Communication".

2014 to 2015 — **Università degli studi di Foggia**
Contract Professor in Business Digital Communication
▪ Taught the course on "Digital Communication". Titolare del corso in "Comunicazione Digitale"

From 2010 to 2013 — **Università IULM – Milano**
Contract Professor in Corporate Communication and Digital Languages

Taught the course on "Corporate Communication and Digital Languages" in the Communication, PR and Advertising Faculty. 6 credits.
Titolare del corso in "Comunicazione Aziendale e Linguaggi Digitali"
http://www.iulm.it/wps/wcm/connect/iulmit/iulm-it...camisani-calzolari-marco

University of Milan (Università Statale di Milano)

From 2007 to 2010   **Contract Professor in Digital Marketing and Communication (for courses and masters)**
- Taught the course on "Marketing dei progetti innovativi" inside the main course on "Sistemi per la progettazione assistita da calcolatore"
- Master IDTV and "Interactive Digital Communication"
- Workshop "Marketing and Digital Communication"

www.unimi.it

Brunel University - London

2012   **Lecturer**
Lecture in Digital Communication
http://www.brunel.ac.uk/

LCA Business School - London

2012   **Lecturer**
Lecture in Digital Communication
http://lca.anglia.ac.uk

Il Sole 24 Ore – Milano

2012   **Lecturer for the Master "Marketing and Digital Communication"**
www.ilsole24ore.com/st/master24digitale/

Lecturer in the "Digital Communication" Course

2011   **Accademia di Comunicazione Milano**
http://www.hdemia.it/accademia/docenti_accademia.php

Lecturer in "Digital Communication"

2009   **ISC – Istuto Superiore di Comunicazione** (Piazza Diaz - Milano)

AS **BOOK WRITER**   ■■
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Books authored

First Digital Aid for Businesses
(Pronto Soccorso Digitale per le Aziende)
Published by **Hoepli**, 2015

2015   LINK: HOEPLI book page

The Digital World
(The Digital World)
Published by **Mondadori**, 2013

2013   LINK: Amazon book page

2012	### Escape from facebook
Self-published with CreateSpace
2012
LINK: Amazon book page
📖 Video from the official book presentation at the Home House in London
2008	### Enterprise 4.0
(Impresa 4.0)
Published by **Pearson / Financial Times**, 2008
LINK: Amazon book page
📖 Video from the official book presentation at Politecnico di Milano

AS ENTERPRENEUR ■■

From 2014 to now

CEO & founder

Megashouts Ltd. - London

Socialbombing.org is a social media amplifier that allows you to send the recipient a message he cannot ignore thanks to the media mechanisms started by Socialbombing. The recipient will receive the message through more than one channel: social networks, newspapers, TV, radio, online advertising, banners, flyers, sandwich boards and other channels capable of generating media buzz.

▪ www.megashouts.org

Business or sector Internet - Community – Social Network

From 2007 to now

CEO & founder

Livepetitions Ltd. – London

The international signature-gathering platform livepetitions.com, now available in 10 countries around the world, with the UK, Italian and French versions (www.firmiamo.it and www.jesigne.fr) leaders in activism sector with 2 millions of active users.

▪ www.livepetitions.org

▪ Management - Strategies
Business or sector Internet - Community – Social Network

From 2004 to now

CEO & founder

Speakage – Milan / London

A company that develops white label web platforms such as Social Networks, WebTV, Social Media and Viral systems for major international companies like the mobile official IKEA catalogue, iATM - the iPhone app for Milan public transportation - and successful communities like Livepetitions.com or the Greenpeace website for the Europe vs CO2 campaign.

▪ www.speakage.com

▪ Management - Strategies
Business or sector Internet - Community – Social Network

2000 to 2003

CEO & founder

AudioRete Srl – Milano.

In 2000, he produced Radio3210.com, Italy's first on-demand radio station with a schedule of brand new formats which could be downloaded on demand, 5 years ahead of podcasts.
Business or sector Digital audio productions

2000 to 2001	**Founder & shareholder**
	UnoPortals S.p.A – Milano
	with Ibiz Group s.a. (Luxembourg), he founded UnoPortals S.p.A.
	Business or sector Internet - Community – Social Network

1998 to 2000	**Founder**
	Quickwedding Srl – Milano
	Producer of Matrimonionline, the first website for virtual online marriages
	▪ www.matrimonionline.com
	Business or sector Internet - Community – Social Network

AS DIGITAL EVANGELIST

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Mass Media 1998 to now

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RAI 1

From October 2014 he participates **every Saturday** in the program Uno Mattina as an expert in digital.

- Video: http://www.dailymotion.com/f501469386

RADIO RTL 102.5

He participates **every Thursday** in the morning news program as an expert in digital (now more than 100 episodes from 2012 to now)

- Videos: https://www.youtube.com/results?search_query=rtl+102.5+camisani
- Website: http://www.rtl.it/redazione/38/Spazio_Tecnologia/

Digitalk TV

Host at Digitalk, the first Italian talk show on Digital technologies, broadcast **daily** at 11pm on SKY channel 817 on the website www.digitalk.tv and on UMTS TIM mobile phones.

- Videos: Video mix

- Videos: All episodes

La7 TV - Misterweb

From September 2001 to January 2002 he presented the TV programme "MisterWeb", an entertainment about Internet, funny videos and digital culture. Broadcast **every Saturday** at 19.30 on LA7.

- Video: Video Mix

Cittadini Digitali

A group and a forum to put together all the people interested in working for digital literacy and digital rights in Italy. (2007)

Metamondo

He published Metamondo, a song and a music video as a manifesto for digital freedom. (2003)

Video: https://www.youtube.com/watch?v=QgMOSB5yg_4

Radio Capital

Program ADV: Internetworkcity
A radio program about Digital Literacy with Fabio Volo (1996)

Radio Montecarlo

Some participation at the Maurizio Di Maggio show as digital expert – topics: Digital Literacy (2002-2004)

Elettroshow (pilot) – Topic: Digital Culture

https://www.youtube.com/watch?v=ZAn2c6-dN8E (1998)

AS RESEARCHER ■■

2012 to 2013

Affiliated Practitioner at Centre for Culture Media & Regulation (CCMR).
Brunel University - London

2012

Twitter fake followers studies

Analysis of Twitter followers of leading international companies and politicians. Quantitative and qualitative studies of behaviours demonstrated by humans (users which are presumably real) or by bots (users which are presumably fake).

We quantified the proportion of computer-generated fans or inactive users following big brands and politicians on Twitter. These groundbreaking studies on fake Twitter followers of companies and politicians which generated a considerable amount of international press coverage, being extensively reviewed by:

Reuters (Robots crowd Twitter brand profiles: study)
Financial Times (Twitter bots are boosting brands – survey)
Guardian (Hot or bot? Italian professor casts doubt on politician's Twitter popularity)
Daily Telegraph (Human or 'bot'? Doubts over Italian comic Beppe Grillo's Twitter followers)
The Economist (Beware the tweeting crowds)

AS DIGITAL DESIGNER ■■

(As freelance or
on behalf of his companies)

- Digital Designer for **Insurvisor** social network http://www.insurvisor.com
- Digital Designer for **Socialbombing**.org
- Digital Designer for http://euvsco2.org/ a **Greenpeace** modern website with responsive design, continuous vertical navigation, connection to customer petition web serices. The users will be automatically geo-located through their IP address in order to sign the petition and they can send a tweet to the relevant political representative within their country. *(a work on behalf of Speakage)*
- Digital Designer for the **RTL 102.5** iOS produced by Speakage. It's the official live radio mobile application for the No.1 radio station in Italy, RTL 102.5 10,000 people use the app to listen to the station everyday. *(a work on behalf of Speakage)*
- Digital Designer for **IKEA** Official catalogue for iPhone\iPad & Android http://www.speakage.com/casestudies/ikea-catalogo-2012/ (2011-2012) *(a work on behalf of Speakage)*
- Digital Designer for **IKEA** Business Brochure for iPhone\iPad & Android http://www.speakage.com/casestudies/ikea-business-brochure-for-iphoneipad-android/ (2011-2012) http://www.speakage.com/casestudies/radio-app-2012/ *(a work on behalf of Speakage)*
- Digital Designer for **Gli Amici di Che Banca!** http://www.speakage.com/casestudies/gli-amici-di-che-banca/ *(a work on behalf of Speakage)*
- Digital Designer for Social media casting **Donna Moderna Mondadori** http://donnevere.donnamoderna.com/ The largest Italian publisher, Mondadori, chose us to build their social media web platform, which in 2 years has now had 60,000 photos uploaded by users. Users can vote their favorite and share their vote via Facebook. *(a work on behalf of Speakage)*
- Digital Designer for Social network: **Medeo** www.medeo.it A property social network for users interested in books, art and culture. A social network where people can create profiles, communicate with friends on message boards, public and private, use hashtags, comment on others' posts, etc.
- Digital Designer for **IULM University** WebTV http://www.speakage.com/casestudies/iulm-video-contest-1/ *(a work on behalf of Speakage)*
- Digital Designer for the internal WebTV for the bank **Banca Popolare di Vicenza**,

completely customized on their profilation system. *(a work on behalf of Speakage)*

- Digital Designer for **Dinamica Generale WebShop**
  http://www.speakage.com/casestudies/dinamica-generale-webshop/ *(a work on behalf of Speakage)*
- Digital Designer for for **Televisionet Webtv**
  http://www.speakage.com/casestudies/televisionettv-2/
  (a work on behalf of Speakage)
- Digital Designer for **Masanews** news aggregator *(a work on behalf of Speakage)*
- Digital Designer for the **Timberland** social platform
  http://www.speakage.com/casestudies/timberland/ *(a work on behalf of Speakage)*
- Digital Designer for Huggies Natural Fit social platform
  http://www.speakage.com/casestudies/huggies-natural-fit/ *(a work on behalf of Speakage)*
- Digital Designer for the Social network **Fonderia dei talenti**. An Italian platform to attract graduates back to Italy, facilitate those willing to have a working experience abroad and more. Geolocation is the key of this platform, and users can interact with the world map http://www.lafonderia.org/en/.
- Digital Designer for **iATM** https://itunes.apple.com/it/app/iatm-milano/id415637297?mt=8 for ATM, the Milanese Transportation Company System. The App allows to identify one's position on the Milan's map and to link it to the surrounding public transports, bike sharing and more, finding the relative stops, routes and info. It uses some innovative tools like GPS system and augmented reality. The complexity of this platform is behind the curtains: it is fully connected with public administration servers, which our own server developed to connect them to the app. *(a work on behalf of Speakage)*
- Digital Designer for the map platform by **Municipality of Milan** for the creation of interactive maps through which users can easily retrieve information about the services of a particular area of Milan, in addition to being constantly updated on all the different activities or interventions of the public administration. Thousand of citizens are using this service. http://www.speakage.com/casestudies/mappe-comune-di-milano/ *(a work on behalf of Speakage)*
- Digital Designer for **Livepetitions.com**, an international petition platform localized in several countries and already launched in France and in Italy. www.firmiamo.it is the Italian version with 1,600,000 active users. It has 15,000 daily signatures. Jesigne.fr has 500.000 users and is leading the France petition market.
- **Infrastructure and Transport Ministry** website consultant (from 2004 to 2005).
- Designed and created **the first Italian MTV website** (1998-1999) in partnership with Alchera. The website won the Il Sole 24 award for best website.
- Designer and produced the website Parlamentonline.com
- Designer of Matrimonionline.com
- Designer of the first **Radio 105** website *(a work on behalf of Clip)*
- Designer of the first **Radio Montecarlo** website *(a work on behalf of Clip)*
- Designer of the first **883 / Max pezzali** (music band) website *(a work on behalf of C.Cecchetto)*
- Designer of **Radio RAI La Pina** program website
- Designer of **Neri per Caso** Website
- Designer of **3210.com** Radio
- Designer of **Radio Capital** website (1997) *(a work on behalf of C.Cecchetto)*
- In 1996 for **Claudio Cecchetto** he created the world's first virtual currency in a web game (**EnergyBank**) as part of another product (**InternetworkCity**), the first Italian web based social Network.

AS **KEYNOTE SPEAKER**

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1995 to now

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- Keynote speech on "The future of Online Activism" at Business Rocks - in Manchester
- Digital evangelist speech for CARTASI (leader company in electronic payments in Italy)
- Digital evangelist speech for ABI (Associazione Bancaria Italiana)
- Speech on Enterprise Digital Culture for Corriere della Sera - Corriere Innovazione
  Video recorded speech/lesson for ADNKronos. A video recorded lesson on teaching Digital Strategist for ADNKronos Journalists
- Speech on digital strategies for enterprises at DDAY (COMET - GoOnItaly) Pordenone - Digital strategies for enterprises.
- Keynote Speaker for ADVEO annual conference. Link. – Video of the event - Digital

strategies for enterprises.

- Keynote Speaker on digital strategies for enterprises at REALE MUTUA ASSICURAZIONI event - Torino
- Keynote Speaker and consultant on digital strategies for enterprises for Assocalzaturifici - Hotel K West - London
- Keynote Speaker on digital strategies for enterprises for The European House AMBROSETTI "Il mondo sulla punta delle dita: la digitalizzazione del marketing e dei media"
- Keynote Speaker on e-commerce strategies for enterprises at the panel entitled: "E-commerce e Veneto: un felice connubio" ("E-commerce and Veneto: a wealthy marriage"), inside the event: "NETCOM E-commerce Forum", Vega Parco Scientifico Tecnologico, Antares Pavilion, Venice
- Keynote Speaker on digital strategies at the event entitled: "Cenacolo di Piccola Industria", organised by Gruppo Piccola Industria of CONFINDUSTRIA VERONA;
- Keynote Speaker on digital strategies for the Roadshow events organised by CONFINDUSTRIA VENETO, from 31.3.11 to 19.5.11. Stages: Belluno and Treviso (31.3.11); Vicenza (14.4.11); Verona and Padova (5.5.11); Rovigo and Venezia (19.5.11).
- Keynote Speaker on digital strategies at the event "Basel 3: Banks and Companies towards 2012 – Scenarios after the Crisis, the Regulation News, Concrete Steps for Banks and Companies Today", Rome, Palazzo dei Congressi (04.05.2010). Link
- Chairman for the e-Skills for Jobs High-Level Conference - 30 October 2014 Rome, Italy - Link
- Keynote Speaker at **DIGITAL VENICE** (9.7.2014) Link
- Keynote Speaker at **IED** (IED Snack) Torino (15.5.2014) Link
- Keynote Speaker at **First Friday** (Business Clinic IFC - International Fundraising Consultancy Group) (7.2.2014)
- Chairman for **HEWLETT PACKARD / MICROSOFT** – Terrazza Martini – Milano (10.7.2013)
- Speaker for **FINDOMESTIC** Roadshow - Video interview (19.2.2013)
- Keynote Speaker at **BANCA SELLA** event (15-5.2012) Video of the event – Video interview
- Keynote Speaker at the workshop entitled: "New scenarios for business development: change or die!", **VEGA**, Science and Technology Park of Venice, (20.3.12) Link
- Keynote Speaker at the event: "Reasoned introduction and operation use of Social Networks for specialist publishers,organised by "I TE di **ANES**", Café piazza Erculea, 5 Milano (1.03.2012) Link
- Speaker at the event "Facciamo agenda di AgendaDigitale.org" IULM Milano 21/03/2011 | Incontro. Video of the event
- Speaker at the panel entitled: "Web marketing e sicurezza informatica" ("Web marketing and computer safety"), organised by **ASSOLOMBARDA**, Milano (9.11.11)
- Chairman at the conference entitled: "Dall'advertising all' engagetising: come coinvolgere gli utenti nel mondo dell'advertising social" ("From advertising to engagetising: involving users in adversing social world"), Blend Tower, Piazza 7 Novembre Milano, (22.9.11):
- Keynote Speaker at the event entitled: "2012: Fuga da Facebook" ("2012: Escape from Facebook"), at the Social Media Week, Milan, (21.9.11) - Video of the event
- Keynote Speaker at the event entitled: "Festival Radio Universitarie", **UNIVERSITY OF CALABRIA**, Cosenza (25.5.11)
- Keynote Speaker at the event entitled: "**Forum PA**", Fair of Rome (10.5.11) – Video of the event
- Speaker at the conference entitled: "Ottimismo digitale", ("Digital Optimism") Villa Recalcati, Piazzale della Libertà 1, Varese (7.5.11);
- Speaker at workshop entitled "Summit Marketing e Comunicazione", ("Marketing and Communication Summit"), Hotel Ambasciatori, Roma (13.3.2011);
- Speaker for the project entitled: "Network Management 2 – Reti e sviluppo di una nuova managerialità", ("Network Management 2 – Networks and development of a new management"), **CONFINDUSTRIA VENETO** Siav, Via Torino 151/C, Mestre (6.4.11);
- Speaker at the event entitled: "Executive Summit sul Marketing e la Comunicazione" ("Executive Summit about Marketing and Communication"), Peschiera del Garda, (30.3.11).
- Speaker at event entitled: "La Geocalizzazione: la terza rivoluzione del Marketing tra web e territorio" ("Geolocalisation: the third revolution on Marketing between Web and Environment"), Milano, (16.2.11).
- Keynote Speaker at "**VMWARE** Four Points" Event, via Cardano 1, Milano (16.12.2010).
- Moderator at the conference entitled: "Cosa fareste con 300 MB di banda larga?" ("What would you do with 300 MB of broadband?"), **VEGA**, Parco scientifico e tecnologico di Venezia (26.11.2010). Link – Video of the event

- Speaker at the "Btobe" conference, Potenza (21.11.2010). Link – 📧 Video of the event
- Keynote Speaker at "**SYMANTEC**: Security Black Market" event, Spazio Antologico, East End Studios, via Mecenate 84/10, 20100, Milan (11.11.2010). Link – 📧 Video of the event
- Keynote speaker for the course "Digital Democracy" organised by **futuro@lfemminile** (a project developed by **Microsoft** and **Acer**) entitled: "Il presente che qualcuno chiama ancora futuro: il nuovo mondo digitale e le strade per le nuove professioni" ("The present time that someone still calls future: the new digital world and new profession's ways") – Florence, Palazzo Vecchio, Salone dei Dugento (17.12.2011).
- Speaker at the international event "The New Communication and Its Impacts on Information", Auditorium Giò Ponti, **ASSOLOMBARDA**, Via Pantano, 9, Milan (23.10.2010). Link PDF
- Speaker at the event "The Path of Improvement: From the Environment to the Company", **ASSOLOMBARDA**, Sala Falck, Via Chiaravalle, 8, Milan (19.10.2010). Link
- Speaker at the event "The Retail and Proximity Marketing Expo & Conference", Hotel de la Ville, Via Hoepli, 6, Milan (14.10.2010). Link
- **BOCCONI UNIVERSITY** - Lecture at JEWC workshop "Innovation in Communication" at the Junior Enterprise World Conference 2010 - Bocconi Jeme – Milan http://www.jeme.it/
- Chairman at the event "Social Media: Strategy not Magic", Palazzo Castiglioni presso **l'Unione del Commercio**, in C.so Venezia, 49 20121, Milan (24.09.2010).
- Speaker at the workshop "Social Media for Business", Milan (23.09.2010). Link
- Keynote Speaker at the event "Fashion for Juliet", Verona (17.09.2010). 📧 Video of the event
- Keynote Speaker at the **AISM – Associazione Italiana Marketing** event "Let's Talk about Web: What's New?", Fieramilanocity (13.05.2010). Link – Link 2
- Speaker at the event "**Meet the Media Guru**: Moeed Ahmad, Head of New Media, Al Jazeera Arabic – The Support of New Technologies to the Improvement of Communication Industry, Al Jazeera Case, Palazzo Giureconsulti, Piazza Mercanti, 2 Milan (26.04.2010). Link
- Speaker at the event "1st Cloud Computing and Virtualization Strategies 2010, How to Take Advantages and Make Business from the Clouds – Challenges and Opportunities for .IT" powered by **Business International** (26.03.2010). Link
- Keynote Speaker at the event "Launch of New Products and Brands through Viral and Buzz Marketing", by **Business International** (11-03-2010).
- Speaker at the event "Strategic Marketing Innovation – Today's Top Secrets of Marketing Innovation (and the Crucial Drivers)", by **Business International** (25.02.2010). Link
- Speaker at the event "SaaS 2010. Which Are the New Business Opportunities Given by Software as a Service (SaaS) and Which Are the Winning Strategies? ", powered by **Business International** (23.02.2010). Link
- Speaker at the event "Strategies for Global Communication: Enterprise 2.0 & Social Media Marketing", Parma (20.01.2010). 📧 Video of the event
- Speaker at the workshop "Web Marketing and 4 Directions Digital Communication", **Ordine Degli Ingegneri Di Torino** (Engineers Order of Turin), Turin, 2010.
  Teacher at the Ambrosetti workshop "Marketing and 4-Directions Digital Communication", Milan.
- Teacher at the workshop "Marketing and Digital Communication" at the **University of Milan**.
- Lecturer for the Specialist Masters in Training Management organised by Sole 24 ore (17.12.2010).
- Lecturer for the course "**IIR** 2.0", 1.12.2010, Milan
- Lecturer for the course "Misurare il web" ("Measuring the Web"), 16.11.2010, Milan
- Teacher of the course "Social Media Strategy – The Web Tools to Achieve Business Goals" at the International Research Institute.
- Teacher of "Social Media Marketing – Marketing Trends, Implications and Strategies Effective on Social Networks", **AISM Marketing School**, Milan (24.03.2010).
- Teacher at the workshop "Marketing 4.0: Innovating with New Web Tools and Platforms" organized by **CONFINDUSTRIA Bergamo** (13.04.2010).
- Teacher of the course "Non Conventional Marketing 09 ", IIR (International Research Institute).
- Participant at the Wired Italia foundation meeting 📧 Video of the event
- Speaker at "**Anes Forum** 2009", Milan (24.09.2009)
- Speaker at "Word of Mouth – Summit 2009" (22 and 23.07.2009).
- Speaker and chairman at the event "Marketing of Research", **CNR**, Research Area of Bologna, Bologna.
- Speaker at the launch of his book "Impresa 4.0" ["Entreprise 4.0"] in **Intesa SanPaolo Formazione**, Naples (27.04.2009)
- Speaker at the launch of his book "Impresa 4.0" ["Enterprise 4.0"] at **Politecnico di**

Milano. (2009)

- Speaker at the launch of his book "Impresa 4.0" ["Entreprise 4.0"] at "**Ordine dei Giornalisti del Piemonte**", Ceriana-Maineri Palace, Turin (5.02.2009).
- Speaker at the launch of his book "Impresa 4.0" ["Entreprise 4.0"] and the 4 Directions Model at the **Chamber of Commerce in Sondrio**, "G.B. Martinelli" lecture room (3.02.2009). Link
- Speaker at the launch of his book "Impresa 4.0" ["Entreprise 4.0"] at **OmniComExpo** in Rome.
- Speaker at Codex Development Agency in Turin
- Speaker at the Gecod event in Bologna.
- Speaker at the SS&C event, Varese (10.11.2009).

- Speaker and chairman at TOPIX conference – Torino 🖽 Video of the event
- Speaker in the panel discussion organized by Assorel and Ferpi for COM-PA, Spazio Forum, Milan (4.11.2009).
- Speaker at the event "Digital Signage Content & Technology Strategies: The New Frontiers of Advertisement Communication", powered by Business International, Milan (30.10.2009).
- Speaker at the Creativity Festival in Florence. http://2009.festivaldellacreativita.it/
- Speaker at SS&C event, Varese (10.11.2009).
- Speaker at the IIR event "Non Evental Marketing", Milan. Link
- Speaker at the WOM event, Sol Melià, Milan.
- Speaker at the International Science Media Fair in Trieste.
- Speaker at the Corecom Event "Mediatic Triboos", Trieste during Trieste Fest 2008.
- Speaker at OmniCom Expo Events at OmniCom Expo, Rome Fair.
- Speaker at EBA Forum, Fieramilanocity, at the workshop "The Innovation?", Strategies and Tools for Business.
- Chairman and speaker at the "Marketing & Enterprise 2.0″ event, Milan (19.06.2008). Link
- Speaker and moderator at the TwentyFour / 7 Innovation event in Turin (12.06.2008). Link

- Speaker at Mediolanum Market Forum – 🖽 Video of the event – 🖽 Video Interview (2009)
- Lecturer at Consorzio ASMEZ Napoli (2008)
- Chairman of "Companies and Web Professionals", Internet Code, Internet Tour, Milan, Teatro dell'Arte; Ottagono Galleria Vittorio Emanuele II. Link
- Speaker at the Innovation Circus in Giurieconsulti Palace in Milan with a speech about the 4 Directions Model: "Inside–Outside, Outside–Outside, Inside–Inside, Outside–Inside". Link
- Speech about marketing and digital communication at SEOLAB. Link
- Speaker at Innovative Day. Link
- Speaker and moderator at the Brand Leadership Summit. Link
- Speaker at the panel discussion: "Innovative Cooperation 2.0". Link
- Speaker at the event "All about Next Generation Network Access in Italy", Hotel Le Meridien Gallia, Milan.
- Speaker and chairman at the First Brand Leadership Summit, Milan.
- Speaker at "Innov-IT" at Enterprise Hotel, Corso Sempione 91, Milan.
- Speaker at the "Marketing and Innovation Event", Fondazione Stelline Event Centre, Milan.
- Speaker and chairman at the events "The Real Improvement Opportunities of Entertainment Market: First Results" and "The Real Opportunities of Interactive Advertising in Reaching and Involving a More and More Demanding and Aware Public", IPTV Forum, Milan.
- Speaker and chairman at "Web2.0ltre" [Beyond Web 2.0], where he led the panel: "Show me the money: back to investment and revenue model in 2.0 Web and in the Italian and global market".
- Speaker at Marketing Camp 3 at the Business Palace in Giurieconsulti, Milan.

  Programme: Link – 🖽 Video of the event
- Speaker at Rimini TTG.
- Teacher at the SMAU Workshop about New Digital Marketing.
- Chairman of the "Movement Event" of **ORACLE**, Bologna CNR, RFID and Mobility Solutions. Link
- Speaker for **TIM** – The Music Net 1998
- Speaker at some **Futurshow** editions, 1998
- Speaker at many **SMAU** workshops, from 1995 to 2010.

VARIOUS ■■

Judge and Mentor
UKTI – UK Trade & Investments (UK Government department) - London
Judge for Sirius Program and Mentor for Entrepreneurs Festival
http://www.siriusprogramme.com

Course designer
IPSOA Wolters Kluwer
Designer of a Master in Digital.

Co-author
Ultima Razzia - TV show with Patrizio Roversi and Susy Blady
He co-authored the program

1994 to now · **Various clients in politics and institutions under non disclosure agreement**

Various

Honours and awards

- Ambassador of E-SKILLS FOR JOBS the European Commission about digital competence
- Member of Mensa UK (the international association for high-IQ individuals)
- In 2000 the **Centro Studi Comunicazione Cogno** in Rome awarded him the prize for "**Excellence in Communication**"
- With Speakage he won the **Interactive Key award** for producing the talking website www.**Genialloyd**.it
- In 1998 he was awarded the **Mediastar prize** for producing the **Radio 105 website**.
- The **MTV** website that he designed won the **Il Sole 24 ore WWW award.**