

# Creativity SQUARED

Filippo Lubrano

Consulente digitale e formatore per l'internazionalizzazione nei mercati asiatici, per startup e aziende corporate.

## FILIPPO LUBRANO

### INNOVATION & INTERNATIONALIZATION MANAGER



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### PROFESSIONAL GOALS

Learning at least 2 new things every day

## CORPORATE & STARTUP EXPERIENCE

### GM AND FOUNDER @ METAPHORA, MILAN

Nov 2022 - now

- Management of the complementary reality startup (AR, VR, XR, AI)
  - Training on deep-tech related topics

### BIZ DEV MANAGER @ HARUSPEX, LA SPEZIA

April 2019 - now

- Business Development for the cybersecurity industry
  - Marketing Activities Planning and Deployment
    - Business Plan and Financial Support

### PARTNER, BU DIGITAL TRANSFORMATION & INNOVATION @ SKILLS MANAGEMENT GROUP

April 2022 – Nov 2022

- Digital transition consultant for companies (web3, AI...)

### INTERNATIONALIZATION CONSULTANT

June 2019 – now

- Business Development activities for startups such as **Charity Wall** and **Trusty** (blockchain Industry)
- Coach and trainer for Corporate and University Lecturer

### ASIA BIZ DEV CONSULTANT @ SCHIFFINI, LA SPEZIA

April 2017 – June 2019

- Sales: Business Development on Asian market for the premium Italian kitchen brand. After 6 months it has become the biggest one for the company, accounting for > 50% of the revenues.
- Marketing: Market analysis, Mystery Shopping, Price Positioning, Advertisement Planning (online/offline)

### FOUNDER @ EATTIAMO, LA SPEZIA / NEW YORK

November 2014 – March 2017

- Co-Founder of Eattiamo startup, the first food subscription box service of artisanal Italian food available in the US
- Launch of the American market (opening of NYC branch in April 2016) and scale up from 0 to 300 boxes/month.



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## SKILLS

I've always been working on exports and internationalization, mostly in Africa, Middle and Far East. I never lose sight of the big picture: this, together with a drill-down capability and my engineering background are my best atouts

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## HOBBIES

I love reading, writing, playing basketball and chess, and I have a clue on geography and travels (I visited more than 70 countries). I run the **Asialize** Youtube channel (>1.000 subscribers), to create bridges between West and East and hold inspiring talks.

- One year full-time on the job managing the operations from a logistic, financial and marketing point of view + investors

## **SOUTH EAST ASIA MARKETING MANAGER @ IVECO, TURIN, ITALY & BANGKOK, THAILAND**

February 2008 – April 2016

- Competition analysis, macroeconomic focus on the region, pricing strategy and positioning
- New product launches and New branch opening events (Gwangju, South Korea 2015) + marketing campaigns
- Previous roles in the company: Product Marketing Manager APAC (2012-2014), Program Manager International Operations / Business Development Africa & Middle East

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## EDUCATION

### **MBA**

September 2011 – May 2013 University of Turin, Italy  
The program has been sponsored by Fiat Group, who selected the 30 best young talents of the company

### **MANAGEMENT ENGINEERING**

September 2002 – July 2007 University of Pisa  
Master Degree, thesis on Change Management of MTU France company (internship in Paris, France)

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## OTHER

I have been a free-lance journalist since 2006: I have been writing in some of the most important tech and economical magazines and newspapers in Italy: **Il Sole 24 Ore**, **Wired**, **Linkiesta.it**.

I wrote two novels in Italian and I published my first non-fiction book, "Anthropology for AIs".

### **UNIVERSITY**

**Lecturer @** Università di Torino, , School of Management, since 2014.

### **LANGUAGES**

Italian: mother language

English: excellent

French: very good



Spanish: good  
Chinese: beginner (HSK1)



