

## **CHRISTIAN PEZZIN – CURRICULUM VITAE**

### **PERSONAL DATA**

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**Name:** Christian Pezzin  
**Place/date of birth:** Bologna (Italy) – 26<sup>th</sup> June, 1975  
**Address:** Via ... ..  
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**Executive summary:** Passionate about technology and innovation, with 15+ years of first-hand experience in the IT industry, I have a focus on web-based products, cloud technologies, unified communication and social enterprise platforms. I help companies setting up clear strategies and executing initiatives in the Digital Transformation and Industry 4.0 areas.  
**LinkedIn profile:** <http://www.linkedin.com/in/pezzin>

### **EDUCATION**

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03/2022 - 05/2023: Executive MBA - Quantic School of Business and Technology  
2020: AI for Business Leaders Executive Program - Udacity  
2019: Executive Master in Leadership & Business Transformation - ISTUD Business School  
09/2003 – 05/2005: Master in Business Administration (MBA) – Alma Graduate School – University of Bologna – <http://www.almaweb.unibo.it>  
09/1994 – 07/2000: Computer Science degree - Software Engineering – University of Modena and Reggio Emilia – Thesis developed in Czech Republic, in English - Final grade: 105/110 – <http://www.unimore.it>  
1992 – 1993: Exchange student in the US - Pierce City High School – Missouri  
1989 – 1994: Scientific High School diploma – “Liceo Scientifico M. Morandi”, Finale Emilia (MO) – Italy – Final grade: 60/60

### **WORKING EXPERIENCE**

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Nov. 2024 – May 2025

#### **SCOUT – Chief Information Officer**

I joined SCOUT with a mission: change the way they work by bringing digital technologies and innovation in their current IT ecosystem.

Currently I am working on several activities including the overhaul of the ERP system.

Reporting directly to the owner and founder.

Jul. 2017 – November 2025

#### **SAPIO GROUP – Chief Digital Officer**

I joined Sapio Group in July 2017 with the mission to drive the Digital Transformation program for the whole group.

In these years I was able to define and implement the new Group Digital Strategy in accordance to the company's overall strategy.

Currently I am working on several activities to drive change through the adoption of digital platforms, both internally for our employees and externally on products and services. Several examples include a new healthcare system for our patients and a set of new tools for our salesforce team leveraging AI and automation.

Reporting directly to the CEO, I am also part of the Extended Leadership Team.

Nov. 2014 – Jun. 2017

**OCME – Chief Digital Officer**

As a Chief Digital Officer, I managed all activities related to the digital transformation of OCME, while driving its growth by converting traditional businesses to digital ones and by overseeing operations in the rapidly changing digital sector. Some areas of interest include unified communication platforms, industrial IoT and predictive maintenance, mobile applications, as well as digital marketing.

I worked closely with all Lines of Business (Production, Marketing, Sales, HR) in order to improve our products and services. Internally, I was responsible for the implementation of new collaboration and communication platforms, document sharing and collaboration, e-learning and recruiting tools.

I was also part of the Board of Directors. This gave me the opportunity to have a clear vision of the company's strategy and to support all decisions in a timely manner.

Sep. 2009 – Nov. 2014

**Barilla - Innovation & Web Technologies Senior Manager**

At Barilla, I led two major areas: the Digital and Web Technologies team, and the Innovation Technology area.

**Digital and Web Technologies team**

- Manage the IT infrastructure that hosts all public websites for the Barilla Group
- Support the internal Digital Marketing Team for the development of all new web projects
- Work directly with all external creative and developing agencies

**Innovation Technology**

- Manage various high-tech projects that involve different areas of the business (ie: video conference solutions, mobile applications development, digital asset management, etc.)
- Coordinated a project to deploy a new Unified Communication and Collaboration platform to the entire Barilla population across all international offices
- Lead the creation of the new Internal Portal global website

Sep. 2005 – Aug. 2009

**Google – Consumer Operations Strategist**

- Started as one of the initial members of the International Support team
- Provided support to the users for most of the Google free products (Blogger, Google Groups, Calendar, Google Accounts, etc.) using different media: email, corporate blog, official YouTube channel and community forums
- Started the new Tools team, and worked with other departments in developing internal tools for various teams
- Point of contact for the Italian office for various product issues
- Product specialist for various Google products (manage training, email quality, and information dissemination for the support team)
- Project manager (intranet design, content management & data analysis)
- Actively participated in the hiring process of many candidates

2001 – 2004

**City of Cento (Italy) - Vice Mayor**

- Elected in June 2001 as Vice Mayor of my city, Cento (FE)
- Served a four year assignment assisting the Lord Mayor in all activities relating to the management of the city
- Core responsibilities were focused on Communication, Human Resources, IT and e-government
- Approved the city plan for the local development of mobile operators
- Drafted the plan for the fiber optic installation in order to create the Metropolitan Area Network
- Developed new online services for the citizens and for the local companies
- Member of the Global Cities Dialogue (GCD) - [ <http://www.globalcitiesdialogue.org> ]
- Supervisor of the 2005 European Tug-or-war Championship
- Responsible for the relationship with the sister cities of Nuremberg (DE), Székesfehérvár (HU)

Jul. 2000 – Sep. 2005

#### **Freelance IT Consultant**

- I worked as a freelance IT consultant for various companies in my region, Emilia Romagna.
- Design and development of company websites, usually database driven applications
- Held IT courses in various schools and educational institutions, to groups of 15-20 students
- Localization of technical manuals and websites, from EN to IT and from IT to EN

#### **IT KNOWLEDGE**

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- Operating Systems: MS-DOS, Windows, LINUX, Mac OS X
- Programming Languages: JavaScript, PHP, XML, HTML5, CSS3
- Cloud UCC Platforms: G Suite, Microsoft Office 365, Workplace by Facebook
- Databases: MySQL, Postgres, Oracle
- Other applications: image and video editing
- Good knowledge of hardware maintenance and networking

#### **FOREIGN LANGUAGES**

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- Italian (mother tongue)
- English (fluent spoken and written)
- Czech, Spanish and German (basic)

#### **CERTIFICATIONS & AWARDS**

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- Barilla Excellence Award 2013
- Barilla Excellence Award 2011
- AdWords GAP exam, AdSense Certification, Analytics Guru Certification
- OSO Luminary Award (September 2008)
- OSO VP Award (August 2008)
- OSO Recognition Awards: 2 Gold Awards (Q2 2006, Q2 2007)
- Google Grants Distinguished Volunteer Award (July 2007)
- Nominated as one of the four EMEA Culture Club members (July 2007)

#### **INTERESTS AND HOBBIES**

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Besides being interested in everything related to new technologies and the Internet, I am a motorcycle enthusiast. I like to travel, especially when you can discover and explore new countries and new cities, since it helps you get a view of the world from a different perspective.

I also collaborate with an Italian NGO, called Informatici Senza Frontiere, mainly composed of people who want to donate their spare time in order to support projects to fight the digital divide. For ISF I am the

national coordinator for all collaboration and communication tools (based on G Suite) and member of the national board.