

About Me

Managing Director Data Science Services. More than 20 years of experience in data analytics (digital activities), most of them spent on managing projects both at corporate and start-up level. Strong attitude for team management and data driven project development Management of budgets, clients, employees and partners with responsibility on business results. Eager to establish and extend trusting relationship with key stakeholders and partners, both in Italy and abroad. I really love to keep up to date on technology trends: it's key to get tight control over project, to inspire trust in client and to improve the value proposition of the business. Me in one sentence: I work to bridge the divide between IT and Marketing for the sake of the project and the good of the customer.

Experience

- **Data Scientist Manager**

[BitBang](#)

Jan 2014 - Present

Bologna (Italy)

- **Senior Big Data Engineer**

[BitBang](#)

Jan 2012 - Apr 2014

Bologna (Italy)

- **Digital Marketing Manager**

[BitBang](#)

Jan 2011 - Jan 2016

Bologna (Italy)

- **Mobile Applications Developer**

[BitBang](#)

Jan 2010 - Mar 2012

Bologna (Italy)

- **Intelligence Analyst**

[BitBang](#)

Jan 2008 - Jan 2010

Bologna (Italy)

- **Social Media Specialist**

[BitBang](#)

Jan 2004 - Jan 2008

Bologna (Italy)

- **CTO**

[BitBang](#)

Jan 2002 - Jan 2014

Bologna (Italy)

Adjunct Professor

[University of Bologna](#)

Jan 2002 - Jan 2012

Bologna (Italy)

- **SEO Analyst**

[BitBang](#)

Jan 2002 - Jan 2004

Bologna (Italy)

Senior Statistical Programmer

[L'Espresso](#)

Jan 2001 - Dec 2002

Pisa (Italy)

- **Senior Web Analyst**

[Quadrante](#)

Jan 2001 - Jan 2002

Bologna (Italy)

Assistant Professor

[University of Bologna](#)

Jan 2000 - Jan 2002

Bologna (Italy)

- **Junior Analyst**

[Quadrante](#)

Jan 1999 - Jan 2001

Bologna (Italy)

Skills & Specialization

applied computational statistics - digital marketing - SEO - Social Media Intelligence

Web Analytics - Big Data - Data Visualization - machine learning - R programming

artificial intelligence - data mining - Business Intelligence - Optimization in Online Marketing

Campaigns

Education

- **Università di Bologna**

Bachelor's Degree, Statistics

Sep 1994 - Jun 2000

Bologna (Italy)