

ANDREA DE MARCO

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Education

- **Università di Bologna**

Bachelor's Degree, Statistics

Sep 1994 - Jun 2000

Bologna Italy

About Me

Marketing and technology professional with a strong track record in leveraging data-driven decision-making and strategic innovation. My experience ranges from pioneering research in digital transformation to implementing advanced data management systems, conducting comprehensive market research, and exploring the frontiers of machine learning for predictive analytics. I have also made significant academic contributions, teaching courses at leading universities and developing expertise in CRM, e-commerce, and web marketing.

From studying in the historic lecture halls at the University of Bologna to working at the forefront of technological innovation, my professional path is a testament to the power of data-driven decision-making and strategic innovation.

My initial research focused on bridging the gap between technology and marketing through Research and Development. This allowed me to set the stage for a career that would intersect with the latest in the field of digital transformation.

As a consultant, I have led the deployment of advanced data management systems — leveraging state-of-the-art solutions like Business Object and IBM WebSphere. My expertise also includes designing and conducting comprehensive market research, in which I analyze large datasets to uncover valuable insights that inform business strategy.

From 2000 to 2003, I worked as a researcher in the intelligence division of Kataweb, which belongs to the L'Espresso Group. During this time, I focused on exploring social networking applications online and evaluating the market potential of experimental projects in e-CRM and e-commerce.

My contributions to academia include teaching a course about Web Metrics at IULM University in 2001 and teaching various courses at Bologna Business School since 2002. These courses cover topics such as CRM, e-commerce, Internet Marketing Research, and Web Marketing.

In 2003, I became the Technical Director at BitBang, where I lead a team dedicated to spearheading innovative web marketing projects that redefine engagement and advanced analytics.

I have embraced machine learning to craft predictive models that foresee market trends and consumer behaviors, thus enhancing the precision and impact of marketing initiatives.

New Ventures and Skill Enhancements:

LLM for Marketing: I am currently investigating the potential of Gen AI to revolutionize digital marketing with transparency, security, and efficiency.

Modern Econometrics in Market Research: I am employing AI to analyze real-time data to offer unparalleled insights into consumer preferences and behaviors.

BI-REX Representative (2018 - Present): at BI-REX, Italy's leading innovation and IOT technology hub. In this capacity, I have played a pivotal role in advancing forward-thinking projects that harness big data, analytics, and artificial intelligence to solve complex business challenges. My role involves steering multidisciplinary teams toward developing scalable, innovative solutions that transform data into strategic assets, while also fostering a culture of continuous innovation and learning.

Experience

- **Chief Innovation Officer**

[BitBang](#)

Apr 2020 - Present

Bologna (Italy)

- **Data Scientist Manager**

[BitBang](#)

Jan 2014 – Apr 2020

Bologna (Italy)

- **Senior Big Data Engineer**

[BitBang](#)

Jan 2012 - Apr 2014

Bologna (Italy)

- **Digital Marketing Manager**

[BitBang](#)

Jan 2011 - Jan 2016

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)

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)