PIETRO ORCIUOLO

Chief Digital Officer (CDO), UX Enthusiast & Continuous Learning Advocate

"DATA IS THE NEW OIL"

From a large organization to a skyrocketing startup there is nothing more critical than planning and delivering impactful studies that bring the voice of the client to life, and this is what I love to perform in my profession.

"Organizations with 'well-designed user journeys that facilitate clear communication and a seamless transaction' are 57% more likely to be exceeding their business goals. The ever-growing demand for generating contextual engagements has compelled the brands to invest in newer technologies (A.I.) and designs based (UX) digital products on data insights."

I coordinate large teams with the explicit purpose to bring brands & companies I work for to be a step forward in their digital role in their market of reference.

WORK EXPERIENCE

Thauma Digital Performance Intelligence
2020-01 - on going

Head Of User Experience and Marketing

Type of business or sector: Enterprise resource planning (ERP) Mobile Dashboard for Chief Executive Officer

Thauma is **the first" Digital Performance Intelligence "(DPI) in the world (Gartner),** as a fusion of three elements: the intelligence of Business Intelligence, the performance of Corporate Performance Management and, above all, the digital of **Digital Twin** because Thauma is the digital replica of the company tailored to the CEO.

Thauma uses advanced artificial intelligence and predictive analysis to discover new information and anticipate future trends: Thauma favours the intuition of the CEO and stimulates him to imagine future scenarios made of innovation and success with **an intuitive mobile user experience**

ITS Digital Academy Mario Volpato
2022-06 - on going

ITS Digital Academy Technical - Scientific Committee Vice President & Coordinator

Type of business or sector: Education

ITC & Digital InnovationThe ITS Digital Academy Foundation " Mario Volpato " was established by public deed on 12/21/2021; the willingness of the founding members to find a solution to the digital divide by creating greater awareness of the acceleration towards digitization by the education system, support and enhance the development of digital skills, which have now become fundamental for the future of work.

The Technical Scientific Committee is the internal body of the Foundation, which makes proposals and opinions to the Governing Council regarding the Foundation's programs and defines the technical and scientific aspects of the activity plans.
Its members are appointed by the Board of Directors among exceptionally qualified people in the sector of interest of the Foundation.

Cyber Academy
2021-09 - 2021-10

First Italian Cyber Academy Founder

Type of business or sector: Professional Training

I've personally developed the **first Italian Cybersecurity Academy hosted in Padua;** the idea was developed by various companies, including **Fòrema**, the training institution of **Assindustria Venetocentro**, and the Paduan IT company **Corvallis**, in addition to the Partners **YOROI** and **Swascan**, all of which are part of the Italian Cyber Security hub, **Tinexta Cyber**.

The academy will be based at the Corvallis in Padua and will train cybersecurity experts who will be tasked with protecting the IT systems of companies and public bodies from hackers and related parties.

Confindustria Digitale
2021-01 - on going

Digital Single Market Steering Committee Member

Type of business or sector: ITC & Digital Innovation

Confindustria Digitale is the federation of industrial representation, created to promote the digital economy's development to serve the country's competition and innovation. Members are **Assotelecomunicazioni-Asstel,** the telecommunications companies' supply chain association, **Anitec-Assinform National Association of ICT**, and Consumer Electronics companies.

Confindustria Digitale is headed by companies & factories with over 250,000 employees who achieve over 75 billion euros annually.

Corvallis -Tinexta Group (Padua, Italy)
2019-05 - on going

Chief Digital Officer (CDO)

Type of business or sector: Cyber Security, ITC Innovation & Research for Insurance & Banking.

Corvallis is now part of the Tinexta Group.

The Company, through its subsidiaries, provides consultancy, software integration, application, and outsourcing services. Corvallis serves customers worldwide and is one of the Italian top leaders in the banking, Insurance system integration software market, and cyber-security.

Generali Group
2020-02 - 2021- 01

Covid 19 Emergency Branding Strategies Corporate Trainer & Course Designer

Type of business or sector: Insurance & Banking

Together with Generali & MIB, I designed the first training course of "Emergency Branding during the Covid -19 Crisis" in Italy to quickly meet customers' requests in a period of uncertainty.

We have trained more than 200 managers to develop a customer-centricity strategy in their company to satisfy the core needs of the users along the digital channels.

- Fortune Best In Media Communication 2020
- Milano & Finanza Insurance Award "Miglior Campagna Istituzionale" 2021

Università Degli Studi Di Trieste- Dipartimento di Ingegneria & Archittetura

2019-03 - on going

Professor (adj) Of Digital Transformation,User Experience & Online Positioning

My course's primary objective is to deepen the knowledge of the most consistent aspects of what is called **the Golden Age of Digital Transformation.**

Digital innovation is the set of mindsets, strategies, and actions intended for the business transformation necessary **to maintain and grow competitiveness** in the present and face future challenges thanks **to talent emerging**.

Electric Engineering (IEUTS)-Università degli Studi di Trieste

2020-01 - on going

Member Of The Board Of Advisors

Type of business or sector: Digital Innovation, System Integration, Sustainability

The Electrical Engineering Advisory Board of the University of Trieste (IEUTS) promotes electrical and digital systems at the University of Trieste through lectures, seminars, technical talks, and internships in collaboration with the best production and research companies in this field. Digital controls (as Smart Grid) that allow the increasing use of renewable sources.

The most efficient use of energy and process performance improvement is based on electrical and automatic technologies. **We would not talk about robotics, mechatronics, industry 4.0, smart cities, and electric mobility without the new EE frontier.**

MIB School Of Management (Trieste,Italy)

2018-12 - on going

Master in Business Administration (AMBA_MBA) Professor (adj) "Digital Skills & Branding Strategy"

Type of business or sector: International accredited Business School

The AMBA-accredited MBA by MIB Trieste School of Management (Italy) is a 12 month, full-time, English-taught program, offering a life-changing experience to young international professionals and executives.

The MBA will enable students to examine all fields of management, including marketing, finance, control, organization/organizational behavior, operation management, human resources, and planning, as well as a wide variety of sectors, ranging from hi-tech to consumer goods, from banking to pharmaceuticals, from energy to consulting, from communications to luxury goods.

AMBA, Association of MBAs, i**s the most important international association responsible for the accreditation of MBA courses.** Only 200 (The 3 Italian are MIB Trieste School Of Management, SDA Bocconi & Politecnico di Milano) in the world have been accredited by AMBA.

Premio Nazionale Innovazione (Italian National Innovation Prize) -Contamination Cup

2019-9 - 2019-10

Contamination Lab Mentor

Type of business or sector: Innovation & Start-Ups

The National Innovation Award is a national competition dedicated to the "Tomorrow" Startups related to Italian Universities and public research bodies associated with PNI.

The objective of the PNI is to support the creation of companies with a high innovation profiles and promotes the economic development of the Italian regions. Furthermore, the PNI aims to spread the academic field's business culture and foster the relationship between researchers, the business world, and finance.

PalmHR (Wien, Austria - Riyadh Saudi Arabia)

2018-03 - 2021- 01

Chief Digital Officer (CDO)

Type of business or sector: Human Resources

PalmHr Represent The New Era Of Hr In Saudi Arabia. It Is The Most Intuitive, Cloud-based Hr Solution For Aspiring Enterprises In The Kingdom.

PalmHR provides companies with a framework to promote their staff's professional and personal development actively. Integrate industry-standard external resources or create their company-specific e-learning assets.

Università Degli Studi di Trieste (Trieste, Italy)

2018 - 05

Guest Lecturer: Inbound Tactics for The Digital Transformation Golden Age -Business Planning Course.

Type of business or sector: University /College

City College Of Glasgow (Glasgow, United Kingdom)

2017-06 - 2018 -07

SA Digital Products UX Manager

Main responsibilities

- User Experience
- Agile Project Management
- Digital Strategy
- Prototyping
- Growth Hacking & Inbound Tactics
- Search Engine Optimization
- Iterative Testing Methodologies

Type of business or sector: University / College

The city of Glasgow College is a real melting pot of diversity, equality, and excellence. The innovative approaches to teaching and learning enable personalized development for all the students - college is designed for 40,000 of them - across a range of nearly 2,000 courses from Access Level to Masters.

The College delivered 420 modern apprenticeships; 3162 work experience placements; 3467 work-based learning projects and we work directly with 1500 industry partners.

I personally develop the discovery phase and the user research and lead the team to design and develop for the CitySA digital application and website.

City College is ranked top in the UK for WorldSkills and composite overall number one in the Scottish sector for success in student attainment in combined Further and Higher Education

Kaust – King Abdullah University Of Science And Technology (Jeddah, Saudi Arabia)

2017-06 - 2018-02

Digital Transformation Strategist - Office Of The Vice President/ Academic Affairs/ International Programs

Type of business or sector: University / College

Main responsibilities

- Agile Project Management
- Prototyping
- IA (Information architecture)
- CRM
- Lean Analytics
- Web Reputation/Brand Awareness
- Search Engine Optimization
- Iterative Testing Methodologies
- Bot integration.

- Responsible for Project Management (Agile methodologies), digital product strategy and reporting on all aspects of qualitative and quantitative user experience research, with the intent to develop a deeper understanding of Institute clients and deliver findings that can translate insights into action
- I coordinated and supervisory team (designers, coders)in producing and documenting the UX of the digital products, serving as a client advocate to ensure the highest level of usefulness, desirability and client satisfaction.
- I designed and executed usability studies and other user research, utilizing methodological expertise. I also conducted user testing and other user-facing activities to validate the design, interaction, and content.

SABB Bank & Kaust Innovation & Economic Development

2017-04 - 2017-12

SABB TAQADAM Startups Accelerator Mentor

Type of business or sector: Startup accelerator

Main activities and responsibilities

- Mentorship & Teaching

TAQADAM is the only multi-university startup accelerator program in the Middle East. It is designed to help participants execute their business models and deliver valuable products or services. KAUST provides it to the kingdom with sponsorship from SABB bank.

The program equips entrepreneurs with the tools and support required to successfully launch a technology-based company through mentoring, marketing, ideation, fundraising, and product design. Teams receive one-on-one sessions with mentors in their field, some of the best entrepreneurial experts from around the world from the academic, research and private sectors. The most promising of these startups are eligible for additional seed funding from SABB and the KAUST Innovation Fund.

Kaust – King Abdullah University Of Science And Technology (Jeddah, Saudi Arabia)

2015-03 - 2017-07

Communication,Marketing & Digital Transformation Project Manager @CEMSE DIVISION - Computer, Electrical and Mathematical Sciences & Engineering

Type of business or sector: Postdoc University Of Science And Technology

Main responsibilities

- Data Analytics
- Graphic Design
- Social Media Management
- Search Engine Optimization(SEO)
- Editorial Material
- Digital Student Recruitment
- Content Marketing
- Brand Awareness
- UX
- Web Intelligence Production And Postproduction
- Information Architecture(IA)

- **Content Marketing (Inbound Marketing) with SEO requirement and Web Intelligence (Competitor Analysis in the scientific fields of reference)**
- In charge of the CEMSE digital marketing campaigns for student recruitment and brand awareness purposes.
- Development of the new division seven websites (SEM, SEO, IA, UX), including all the promotional material, press material (poster, flyer, brochures, presentation, booklets) and digital social media campaigns.
- Development of engaging daily activity for all the new social media channels of the Division (Instagram, Pinterest, YouTube, LinkedIn, and Twitter) and the complete covering of photo and video shooting, video, and photo editing and post-production.

SISSA – International School For Advanced Studies (Trieste, Italy)

2014-02 - 2016-04

Faculty Member Of Marketing @ MCA - Master In Complex Actions

Type of business or sector: Ph.D. School In Physics, Mathematics, And Neuro-Sciences

- **Responsible for the course in Economics and Marketing, specialized in the theme of digital marketing from basic to advanced strategies** (web analytics, graphics, videos, and content production).
- This issue is tackled both through lectures and supporting the students (Ph.D. students and Post- Docs, professionals, young entrepreneurs) in the drafting of business plans based on real market strategies, to turn their scientific research projects into winning Start-Up companies.

Sparkling Tours Luxembourg (Soleuvre, Luxembourg)

2011-04 - 2015-03

Senior Marketing Project Manager

Type of business or sector: Agency Correspondent For The Anglo-Saxon Touristic Market

Main activities and responsibilities

- In-depth study and assessment of the UK & USA tourist market. In charge of the plan and production of new projects & digital innovation, addressed to the European Tour Operators and coordinator of the mixed media products to promote the new digital campaigns

Ministry Of Foreign Affairs & Observatory Of Mediterranean (Rome, Italy)

2009-02 - 2011-02

Consultant Project Manager & Coordinator Of The Relations With Foreign Ministries Of The Mediterranean Southern Area (Turkey, Egypt, Tunisia, Morocco, Algeria)

Type of business or sector: Geopolitics And International Development Of The Mediterranean Area

Main activities and responsibilities

- Department specialized in logistics and reception of delegates of foreign ministries involved in the project "The Mediterranean area of mobility: the Mediterranean policy of the Infrastructure and Transport".

Passenger Transport Terminal (Trieste, Italy)
2009-02 - 2011-01

Consultant and Project Manager of the Marketing Plan Strategies of the Company Awarding the "Call for Tenders" of TTP

Type of business or sector: Company specialized in the creation and upgrading of cruise facilities and management standards

Main activities and responsibilities

- Marketing plan writing and validation, strategy ideation and presentation.

M-CUBE (Milan-Trieste ,Italy)
2008-04 - 2011-04

In Store Audio / Visual Marketing Intelligence Project Manager

Type of business or sector: Leader in the design and implementation of AUDIO-VISUAL digital solutions, the management of contents for the marketing of large retailers.

Main activities and responsibilities

- Digital Content development of the in-store retail, **I personally developed & designed the system of "MASKS"** where sensory marketing is associated with statistical data analytics of the partners for better customer experience, working with companies such as ILLY CAFFE, ARMANI, DESPAR, NEWFOUNDLAND, BULGARI HOTELS, STEFANEL, WILLIAMS FORMULA ONE.

Riccardo Illy, Friuli Venezia Giulia-Italy Governor And Illycaffe' CEO (Italy)
2008-01 - 2008-04

Master Of Ceremonies

Main activities and responsibilities

- Management of external public relations and etiquette during the encounters with the city and district councils.

Teatro Stabile Domenico Rossetti (Trieste, Italy)
2007-10 - 2014-01

Maketing Chief

Type of business or sector: Foyer Of The Teatro Stabile Domenico Rossetti

Main activities and responsibilities

- Complete management of more than 100 annual events produced entirely on site: project management, design, scouting for the performers, organization of the happenings, promotion and press releases (concerts, plays, meetings, and gala soirées such as the International Prix Lucchetta, on National Television RAI), care of the promotional aspects (web, graphics, videos, PRs, mixed media presence and reputation– social, digital and traditional).

GBS (Udine, Italy)
2004-09 - 2007-02

Quality and Branch Manager (North East Area)

- **Type of business or sector:** Agency Of Marketing & Advertising

Main activities and responsibilities

- Quality control and project management of the teams involved in the distribution of advertising material.

YSL - Yves Saint Laurent (Paris, France)
2003-10 - 2004-06

Communication and Coordination Logistic Between Headquarters and the Tailors Located in Italy

- **Type of business or sector:** Luxury Goods

EDUCATION AND TRAINING

University of Cambridge
2019 - 2020

Digital Innovation Strategies

Cambridge Judge Business School is the business school of the University of Cambridge. The School is a provider of management education and is consistently ranked as one of the world's top business schools, with the Cambridge MBA program ranked among the top in the world by Bloomberg, the *Financial Times*, *BusinessInsider*, *US News & World Report* and *Forbes Magazine*.

The School is considered to be particularly strong in entrepreneurship and innovation management, with its own accelerator and close ties with Cambridge Enterprise, the university's technology transfer office, as well as with the local high-tech cluster known as the Silicon Fen.

Principal subjects/occupational skills covered:

In every industry, processes are being transformed by the proliferation of digital technologies and the rise of disruptive threats. To compete, businesses need to adapt and thrive. Organizations need leaders who can think strategically and harness the digital change to create new value for customers and opportunities for business.

This course focuses on how managers can develop new strategies and business models to enable their organizations to thrive in the digital age.

Case studies will feature both digital trailblazers as well as traditional enterprises that are adapting to the digital age.

Glasgow Caledonian University
2018-06 - on going

Fellowship - UX Design Institute

Principal subjects/occupational skills covered:

- User research
- User goals
- Structure and navigation
- Interactions
- Design principles

- Design patterns
- Mobile
- Workflows
- Prototyping and wireframing

- The Future of Design in Start-Up's survey found that the more a company invested in and focused on design, the higher their customer retention and engagement rates were.
- Companies with the highest investment in UX saw their sales increase by 75 percent. (Forbes)
- The UX Design Institute of GCU has been running courses in user experience design since 2013. It has trained thousands of professionals around the world, opening their eyes to UX and giving them the skills and knowledge to make digital products that meet users' needs.

Centro Studi Samo (Milano, Italy)
2017 - 2018

Master in Search Engine Optimization & Digital Marketing

Studio Samo is the only Italian web agency officially accredited by a public institution (Emilia-Romagna Region).

Principal subjects/occupational skills covered:

- The Masters in Search Engine Optimization is designed to develop an advanced understanding of the practical skills needed to implement and manage effective digital marketing strategies. This programme is designed to give participants the analytical competencies and business acumen required to succeed in the digital world.
- The Master focused on the skills needed to plan efficiently, design and implement strategies that add value to large organizations.

Syracuse University (Syracuse, United States)

2016 - 2017

Advanced Social Media Strategy for Large Organizations

Principal subjects/occupational skills covered:

- The Advanced Social Media Strategy Certificate is a comprehensive and academically recognized certification by Syracuse University's S.I. Newhouse School of Public Communications.
- S.U.Newhouse School is one of the top communication schools in the world. Alumni include leaders at brands such as Procter & Gamble, Safeway, Pfizer, Legg Mason, University of New Hampshire, and SAIT Polytechnic.

TU Dublin-Technological University (Dublin, Ireland)

2013 - 2017

Bachelor of Science (First Class, Honours) - Digital Innovation, Technology & Product Desing

TU Dublin works closely with industry; the institution aim is to convert innovative concepts into marketable products and services. Unify innovation needs with the business community is the program first purpose.

Principal subjects/occupational skills covered

- Digital Product Management, Technical Project Management for Web, Mobile Applications, Digital Analytics, Digital Sales & Digital Marketing Leadership & Management and a detailed study of Data Insight & Growth Hacking, eLearning platform development, UX(user experience) and iterative testing, Growth Hacking, Lean Analytics.

UX Training (Dublin, Ireland)

2016 - 2017

Ux Foundation Certificate

Principal subjects/occupational skills covered:

- User experience design (UXD) is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product. In theory a non-digital (cognitive science) practice, but used and defined predominantly by digital industries and website usability.

INTERNATIONAL AWARDS

MadCon Word - The Global Marketing Summit (Dubai)

2019-12

Top 50 Marketing & Advertising Leader 2019

With an experience of over a decade in business and event management, Prism Events stepped into the world of conferencing in 2018. Within a span of two years, they have made their mark by organizing eight successful events. Prism industry-specific events bring together innovative minds that are united by their zeal for business and development.

Every year, the MadCon Global Marketing Summit awards the "Top 50 Marketing & Advertising Leaders" worldwide.

SOCIAL SKILLS AND COMPETENCIES

- I grew up in a family of professionals, and my parents were able to manage both my wellness and education and their respective careers: their dedication, seriousness, and respect for the work are the values I proudly inherited.
- Punctuality and total dedication are my top features, making problem-solving my primary source of personal satisfaction at work.
- This attitude has also developed during my extended stays abroad as a child.
- Thanks to the profession of my parents I could learn about distant cultures and confront with people coming from all over the world and acting in every field (in business as in life).

ORGANISATIONAL SKILLS AND COMPETENCIES

- Since my first work experience, I had to cope with the management of a vast team of people, both customers, and employees.
- I try to keep myself regularly updated about the new frontiers of digital innovation, business, marketing, project management, and making the most out of the people I interact with.

ARTISTIC SKILLS AND COMPETENCIES

- I am one of the few lucky people who has been able to live thanks to their passions: music, technology (SISSA - International School Of Advanced Studies, M-CUBE, Cafe Rossetti &King Abdullah University Of Science &Tech, PalmHR) and traveling (SPARKLING TOURS), and I feel grateful for this.
- **I genuinely believe in what is commonly known as "CONTINUOS LEARNING."**

INFO

- **Nationality:** Italian
- **Date of Birth:** 4/12/1977
- **Driving License:** A, B & boat license within 6 MILES

TRATTAMENTO PRIVACY

Autorizzo il trattamento dei dati personali contenuti nel mio curriculum vitae in base all'art. 13 del D. Lgs. 196/2003 e all'art. 13 del Regolamento UE 2016/679 relativo alla protezione delle persone fisiche con riguardo al trattamento dei dati personali.