

Alberto Giusti resume

Place and date of birth: Turin, 25 June 1972
 Civil status: single
 Nationality: Italian
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Working experiences

August 2017 – **now** European Crowdfunding Center Italy
 Director of the European Crowdfunding Center to develop knowledge in crowdfunding field in Europe

August 2015 – **now** European Commission
 Expert for Horizon 2020 SME instrument

June 2011 – **now** Alleantia Pisa (IT)
 Business angel and member of the board of a start-up active in "internet of things" sector.

January 2009 – **now** Guanxi Turin (IT), Nottingham (UK), Lugano (CH)
 Founder partner and C.E.O. Internet strategy consultancy company

January 2008 – **now** River Horse Nottingham (UK)
 Founder partner (business angel) of a game design firm: Game & Gamification. Distribution agreements in UK, Italy, France, Belgium, Finland, Norway, USA, Japan, Australia, New Zealand, Russia.

February 2000 – **now** Turin and Milan Polytechnic, Turin University, MBA Schools
 Coordinator of more than 90 degree thesis and MBA project works.

September 2013 – **December 2018** iPressLive Salsomaggiore (IT)
 Business angel and advisor of a start-up in social media and journalism sector

January 2014 – **November 2018** Milioone Shanghai (CN)
 Business angel and advisor of a start-up active in ecommerce in China to sell made in Italy products. Partner of Alibaba.com

October 2014 – **December 2017** 42 S.r.l. Turin (IT), Milan (IT), Lugano (CH)
 Founder partner of an advisory firm active in startup ecosystem

January 2014 – **November 2016** MyAgonism Brescia (IT)
 Business angel and advisor of a start-up that develops applications for sport sector

February 2008 – **November 2016** Kerios Group Milan (IT)
 Partner (business angel) and advisory board member. Strategy manager for e-business e web based enterprise projects for Kerios Group

January 2007 – **December 2012** Hoplo Turin, Cagliari (IT)
 Strategy manager. E-business e web based enterprise projects for Hoplo S.r.l. Italian country manager email marketing business Infomail, business development and partnerships (23 dealers).

February 2006 – **December 2006** Crownstone Albany (New York), Lugano (CH)
 Founder partner and business development Manager of the ICT firm that created and managed the dating sites www.inlove.it and www.inlove.es (now www.onedate.com).

October 2005 – **December 2006** Allog Turin (IT)
 Founder partner of the ICT firm Allog s.r.l. ICT for Automotive field.

March 2003 – **November 2006** Alfa Layer Turin (IT)
 Founder partner and chief executive officer of the ICT firm Alfa Layer s.r.l. (main sector activity: e-business, e-commerce, web marketing, ISP).

June 2004 – **October 2006** Master Training Turin (IT)
 Founder partner of the training firm Master Training s.r.l. Education sector.

April 2005 – **July 2006** First Turin, Milan (IT)
 Founder partner of the firm First s.r.l. Public and European funds raising projects.

January 2001 – **March 2003** Alfa Agency Turin (IT)
 Founder partner and chief executive officer of the web agency Alfa Agency

February 1999 – **December 2000** Alberto Giusti individual firm Turin (IT)
 Beginning of the entrepreneurial activity of IT consultant. Coordination and project management of the activities of 5 teams (2-4 people)

September 1998 – **December 1999** Della Rocca Turin (IT)
 Realisation and management of the informative system (creation and management of the LAN, creation of a CRM application for the management of the customers and of the auctions) for Auction sale house Della Rocca.

October 1997 – **December 1999** Turlough O'Carolan Turin (IT)
 Sales manager and webmaster of the Internet site <http://www.tuatha.it>.

April 1990 – **December 1999** Assicurazioni Generali Turin (IT)
 Commercial activity and coordination of teams of insurance promoters as insurance subagent of the towns Orbassano, Rosta and S.Gillio.

May 1997 – **April 1999** Publishing house Le Arche Verona (IT)
 Area Sales Manager of the sales network of visual-books and multimedial products.

Faculty member

Pambianco e-Academy <https://e-academy.pambianconews.com/accademia/alberto-giusti/>
INFOR Elea <https://inforelea.academy/en/member/alberto-giusti/>
Politecnico di Milano <http://www.polidesign.net/it/servicedesign/faculty>
Fondazione ISTUD <http://www.istud.it/faculty/docenti/docente.aspx?DOCE=1897>
Business International <http://www.businessinternational.it/Speaker/Index/14450>
Confindustria <http://www.skillab.it/scheda-corso.php?c=351>
Fundraising School <http://www.fundraising-school.it/docenti/alberto-giusti/>
ILAS http://www.ilas.com/ilas2012/docenti_singolo.php?docente=84&nome=alberto%20giusti&area=pub
Adico <http://adico.it/accademia/docenti/docente-alberto-giusti-it>
Anes <http://www.anes.it/upload/file/ANES%20Formazione/6giu.pdf>
Crowdfest <http://crowdfest.it/work/ds-il-crowdfunding-in-italia-e-nel-mondo-le-regole-del-gioco/>

Education

September 2001 **U.I.C.**
Registration to the Italian Change Office (Ufficio Italiano Cambi) official list.

September 2001 **I.S.V.A.P.**
Qualification for the exercise of the profession of insurance agent and registration to the Italian insurance agents official list.

December 1999 **Turin Chambre of Commerce - Consob**
Qualification for the exercise of the profession of financial promoter (State examination) and registration to the Italian financial promoters official list.

February 1999 **Milan Polytechnic**
Qualification for the exercise of the profession of engineer (State examination).

December 1998 **Milan Polytechnic**
GMAT (graduate management admission test).

May 199 **Turin Polytechnic**
Degree in Managerial Engineering. Mark: 110/110. Thesis title: "Reorganisation of a manufacturing on order enterprise: the case Sab Wabco." It can be read to the url: <http://www.tesionline.it/default/tesi.asp?id=2438> (Italian)

May 1996 – May 1998 **Sab Wabco S.p.A., Piossasco (Turin)**
Internship for a degree thesis about the organizational reform carried out in the firm.

July 1991 **Scientific liceo Maurilio Fossati, Rivoli (Turin)**
Diploma di maturità scientifica (Secondary school diploma). Mark: 58/60.

Extra-scholastic education

March 2015 **Google**
Google Video Advertising
Google Shopping
Google Adwords
Google Display Advertising
Google Analytics
https://www.google.it/partners/?hl=it#i_profile;idtf=114655529278102249213

June 2007 **Google**
Google Advertising Professional certification: Search advertising

September 1999 **Learning on line**
On-line course for teachers (university and mater students aids for the preparation of exams)

February 1998 – April 1998 **E.N.G.I.M.**
Course "Servizi telematici - Internet" for internet site management, Sab Wabco S.p.A. during the internship for degree thesis

May 1997 **Executrain S.p.A.**
Courses "Project management" and "Microsoft Project 4.0", Sab Wabco S.p.A. during the internship for degree thesis

April 1990 **Assicurazioni Generali S.p.A.**
Course for agency collaborators. Sales techniques.

Scholarships

May 1998 **CSI Piemonte**
Six months' scholarship for help-desk activity and management of the Internet site of the students.

October 1997 **Turin Polytechnic**
Winning of a students' university careers competition for help-desk activity, management of the students' Internet site and management of the service "Politecnico a casa".

May 1996 **Turin Polytechnic**
Winning of a students' university careers competition for an internship in the university secretary in the summer period.

1995 - 1996 - 1997 **Assicurazioni Generali S.p.A.**
Winning of three annual scholarships (university) for employees' dependants.

1985 -1990 **Assicurazioni Generali S.p.A.**
Winning of five annual scholarships (secondary school) for employees' dependants.

Computer expertise

Operative systems	MS-DOS, Windows 95/98/ME/2000/XP/2003/Vista, Linux (Red Hat, Fedora, Mandrake,)
Languages	PASCAL, Visual basic, PHP, javascript, SQL, HTML, XML, XBRL
Software	Office Automation software, ERP systems, CRM systems, CAD systems, Editor html, graphical softwares, internet transmission protocol and software.
Database	Access, MySQL
Web server	Apache, IIS
Application Server	WebSphere, JBOSS

Publications

"**Digital Tailor. Modelli sartoriali per professionisti social e digital**" Ottobre 2018 – Wolters Kluwer

"**Guida per manager nell'era digitale. Il metodo Digital Building Blocks**". Dicembre 2016 – Wolters Kluwer

"**Crowdfunding – Dai sogni ai soldi**" June 2014 - Editor Antepima

"**E-commerce in Cina. Come vendere online il Made in Italy.**" November - 2006 Editor Marco Valerio

Languages

Italian **Mother-tongue.**

English *Fluent*
French *Basic knowledge.*

Interests

Travels *France, Spain, Germany, Switzerland, England, Belgium, Scotland, Netherlands, Yugoslavia, Switzerland, Czech Republic, Austria, Croatia, Slovenia, Kenya, Egypt, Tunisia, Morocco, USA, Thailand, Vietnam, Cambodia, Laos, India, China.*
Readings *Classics, fantasy, scientific magazines (especially about INTERNET), financial magazines.*
Sports *Skiing, swimming, basket, volleyball, underwater diving, free-climbing, tennis, squash, jogging, fitness.*
Associations *Member of the Mensa Italia "The high I.Q. society", member of AIGEST (Managerial Engineering Alumni), Founder of Digital Building Blocks Association, Director of Italian Digital SME Alliance*

Autorizzo il trattamento dei miei dati personali ai sensi del Regolamento Generale sulla protezione dei dati (RGPD 679/2016), compreso il trattamento di eventuali dati particolari" e della Direttiva (UE) 2016/680 del Parlamento Europeo e del Consiglio del 27 aprile 2016.



