

Alberto Giusti resume

Place and date of birth: Turin, 25 June 1972
Civil status: single
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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.fundraisingschool.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., Piosasco (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 Anteprema

"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.



