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GIUSEPPE
DEGENNARO

Curriculum Vitae Europass

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Professore Associato di Digital Operations (S.S.D.
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Contatti

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Formazione e carriera

2017: Professore Associato - Libera Università degli Studi Maria SS. Assunta – Digital Entrepreneurship

2016: Professore Associato - Pontificia Università Lateranense – Digital Journalism

2006: Ph.D. Artificial Intelligence and Robotics, Università di Roma – La Sapienza

1999: M.Sc. Automatics and Robotic Engineering, Tehran Southern University

Esperienza professionale

2013 – Presente : MetUp Srl – CEO and founder (IT) 2013-present

2015 - Presente: Booster3D S.r.l – CEO and Co-founder (IT) 2015-present

2016 - Presente: Pshadv Srl – President and Co-Founder (IT)

2017 - 2018: Triboo Data Analytics S.r.l – Board Member (IT)

2015 - 2018: Triboo Media S.p.A – CIO and Board Member (IT)

2010 - 2013: Youniversalmedia Srl – Co-founder and CTO (IT)

2009 - 2010: Populis Ltd. – Managing Director and CTO Asia (HK, PH, CN)
2009-2010

2008 - 2009: Populis Ltd. – Director of Technology (IT, UK, IRL)

2006 - 2008: GoAdvertising Ltd. – Software Development Manager (IT, IRL)



2002 - 2006: Università di Roma – La Sapienza Research assistant PHD Student

2000 - 2002: Procter & Gamble – Junior Market Manager EMEA (CH)

Advisory:

2014 - Presente: BusinessHub – Partner, Senior Advisor Middle East

2013 - 2018: Centro Televisivo Vaticano – Senior Online Technology Advisor

2014 - 2017: Centro Televisivo Vaticano –Online Communication Advisor

2013 - 2017: Pontificio Consiglio della Cultura – Online Communication Advisor

2014 -2015: Provincia di Reggio Emilia – Online Communication Advisor

Istruzione e formazione

2002 - 2006: Ph.D. Artificial Intelligence and Robotics, Università di Roma – La Sapienza

1994 - 1999: M.Sc. Automatics and Robotic Engineering, Tehran Southern University

Lingue

Farsi Madrelingua

Italiano

Comprensione		Parlato		Scritto	
Ascolto	Lettura	Interazione orale	Produzione orale		
C2	C2	C2	C2	C2	C2

Inglese

Comprensione		Parlato		Scritto	
Ascolto	Lettura	Interazione orale	Produzione orale		
C2	C2	C2	C2	C2	C2



**Capacità e competenze
tecniche**

Technology

- Programming - Ad server
- Software architecture - Monetization
- Algorithms - Traffic Delivery
- Server architecture - Retargeting
- Database Design and Architecture - Real-time bidding
- Programmatic Advertising
- Multi Device Integration - Tracking & ROI management - Heavy Duty scaling
- System Recovery management

Management

- Business Management - Strategic Sourcing
- Budget Management - Negotiation
- Technology Management - Process Management
- Business Storytelling - Product Management
- Communication - Project Management
- Nonverbal Communication - Strategic Planning
- Conflict Management - Team Building
- Decision Making - Uncertainty removal

Communication Strategy– Social Media

- Strategic Analysis - Conducting Feasibility Studies
- Strategy Formulation - Prototyping



- Identifying Critical Success Factors - Forecasting
- Prioritization - What-if Analysis
- Gap Identification - SWOT Analysis
- Evaluation of Commercial - Strategy Execution Opportunities

Ulteriori informazioni

Principali pubblicazioni scientifiche

Libri e capitoli di libri Internazionali

1. **Real-Time People Localization and Tracking through Fixed Stereo Vision.** In "Innovations in Applied Artificial Intelligence - Lecture Notes in Computer Science" - Springer, 2005;
2. **Towards Ambient Intelligence for the Domestic Care of the Elderly.** In "Ambient Intelligence: A Novel Paradigm" - Springer, 2007;
3. **Real-time people localization and tracking through fixed stereo vision.** In Applied Intelligence. Vol 26;
4. **RoboCare: Pervasive Intelligence for the Domestic Care of the Elderly.** In AI*IA Magazine Special Issue;

Articoli scientifiche in riviste nazionali e internazionali

1. **Real-Time People Localization and Tracking through Fixed Stereo Vision.** In The 18th International Conference on Industrial & Engineering Applications of Artificial Intelligence and Expert Systems;
2. **Real-Time Tracking of Multiple People through Stereo Vision.** In the IEEE workshop on Intelligent Environments;
3. **Intelligent systems for search and rescue.** Proc. of IROS Workshop "Urban search and rescue: from Robocup to real world applications";
4. **The RoboCare Project: Cognitive Systems for the Care of the Elderly.** In International Conference on Aging, Disability and Independence (ICADI);
5. **RoboCare: An Integrated Robotic System for the Domestic Care of the Elderly.** In Proceedings of workshop on Ambient Intelligence;