

# Giuliano Pierucci

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Blockchain Cryptofinance OpenInnovation Fintech Telco&Media

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## > Founder/Ceo

### > PROFESSIONAL PROFILE

- Vision regarding digital transformation and the evolution of innovative and convergent services for 'industries'
- Fintech competence
- Specialized skills in ICT, Blockchain and Cryptography
- Competence of the paradigms and business dynamics in disruptive areas: marketing, sales, finance and economics
- High capacity to motivate the organization and stakeholders
- Capability to consider with a real overview the interactions between the various elements of a complex ecosystem
- Capability to transform strategic vision into operational implementation plans

### > AREAS OF EXPERTISE

- |                     |                         |                          |
|---------------------|-------------------------|--------------------------|
| • Blockchain        | • AI                    | • Industry 4.0           |
| • Cryptography      | • Service & UI Creation | • IoT                    |
| • Cybersecurity     | • Digital UX            | • Coaching and mentoring |
| • Cryptofinance     | • Convergence           | • Team/building          |
| • Telecom           | • P&L Mngmt,            | • Visionary Strategies   |
| • Start-up          | • Revenue goal          |                          |
| • Social Media      | • Problem Solving       |                          |
| • Marketing & Sales | • Fintech               |                          |

### >SKILLS

#### • **Communication**

The different and multiple operational and commercial experiences over the years have led to be able to manage in an optimal way the different contexts related to social/f2f, working group, public speaking and team building.

Ability to engage and motivate, communication and relational skills even in complex and challenging areas both in Italian and in English.

#### • **Organization and management**

Vision on the organizational adequacy also of complex structures and ability to address the adjustments necessary for obtaining business results. Knowledge of marketing approaches. Ability to manage start-ups of commercial structures on innovative and disruptive services.

#### • **Technical skills**

Transversal knowledge on the elements and on the layers of the innovative platforms.

Knowledge of the value proposition and of the value chain for digital services.

Optimization of service delivery processes and commercial assistance.

Use of the 'open innovation' fundamentals for the creation and marketing of disruptive services.

## > PROFESSIONAL EXPERIENCES

### **2005-Present Co-Founder and CEO of 2Advise srl, Biz Telcom Ltd, B2Lab**

I have been oriented towards the development of services with a high level of innovation, interconnecting mainly international markets. Since 2014 I founded B2Lab -a competence center and 'laboratory'- that develops software platforms and solutions using blockchain technology and cryptographic techniques. In every phase of development, my goal was to bring high-innovation solutions to the market in a worldwide market context.

### **Period 2003-2004 – Technical&Sales Director in Sielte Spa**

### **Period 2001-2003 CTO in EDISONTEL Spa**

In this role I coordinated a complex structure (about 300 units with investments for about 600 MEuro). The structure was carried out towards the achievement of all the plant (National and ITZ ICT Platform) and business objectives

### **Period 1985 - 2000 Telecom Italia Spa**

In Telecom Italia the career was in the Technical Department. After the Master in Telecommunications at the Training Center for Group executives, the carrier covered both roles in General Headquarter and in Territorial Departments; a solid technological, commercial and economic/financial culture was increased in them.

- In 1991 I was selected as the only Telecom Italia participant for a long-period training on the job at AT&T and Bellsouth in the United States.
- In 1995 I acquired the responsibility of Director Liguria
- In 1997 I was in charge as Central Director of the Backbone Transport, national and international.
- In 1998 I was called to take on the role of Director of Lombardia.

## > BOARD MEMBERSHIPS

- President of ABIE: Italian Blockchain Association (Current)
- Member of EEA USA (Current)
- Member of EBF European Blockchain Federation (Current)

## > EDUCATION

- Master in Fintech: Future of Commerce at Massachusetts Institute of Technology (MIT), 2016
- Master in Telecommunication at Guglielmo Reiss Romoli Institute, 1985
- Degree in Electronic Engineering (Automatic and Robotics) at the 'La Sapienza' University in Rome (Italy), 1979-1984

Solid, pragmatic, fan of "Ability to Do", Expert of ICT, Economics and Finance, Visionary enough and, finally, Passionate about Innovation, Digital and not.