

MARCO MARINUCCI

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SUMMARY

- A dynamic, entrepreneurial leader with proven skills in multinational and cross-cultural environments.
- Strong technical background complements strategic business experience.
- A successful 15+ year track record in business development, product management and sales/marketing of information technology companies. Wide range of international business management experience in Content Management, E-commerce, new media, E-learning and mission critical applications.

PROFESSIONAL EXPERIENCE

2005 – present GOOGLE.COM Mountain View - USA;

Strategic Partnership Development

Lead partnership development for Content Acquisition products (Google Booksearch, Scholar, Magazines and News archive) in 22 countries. Successfully closed 150+ new deals, and instrumental in making these territories the highest traffic contributors to Print products). Two-time recipient of the "Content Acquisition outstanding performance" prize. Featured in main media channels (including CNN, RAI, TVE, Televisa).

2007 – present [MIND THE BRIDGE FOUNDATION](http://MINDTHEBRIDGEFOUNDATION.COM) San Francisco - USA;

Non-profit organization that links innovative Italian start-ups with Silicon Valley mentors and venture funding. Organizer of an annual business plan competition.

Founder and Executive Director

Envisioned, founded and executed the Foundation's strategy and operations. Recruited key corporate and political sponsors (including the US Ambassador to Italy). Engaged seasoned tech entrepreneurs to assist with mentoring of start-ups. Attracted hundreds of business plans in the Foundation's first year. Coordinated the selection of the best projects with the collaboration of premier venture capital and corporate investors. Continuous interaction with potential investors for the competition finalists. Become the main organization to promote the most innovative Italian start-ups internationally.

2002 – 2005 [GIUNTI INTERACTIVE LABS S.R.L.](http://GIUNTIINTERACTIVELABS.S.R.L.) San Francisco - USA;
Sestri Levante - ITALY

A leading provider of E-Learning, Content Management and New Media Solutions; part of the Giunti Publishing Group (1000 employees). Major European provider of LCMS/LMS technology and multimedia content.

Managing Director, Americas

Recruited to define and implement sales and marketing strategies for global expansion (EU, North & South America) of new product lines. Full P/L responsibility. Reporting to CEO.

2001 – 2002 [WIMBA S.A.](http://WIMBA.S.A.) Sophia Antipolis (Nice) - FRANCE

Emerging provider of patented Voice Over IP technology for e-learning, sales force collaboration, CRM and messaging.

Director - Business Development

Joined in its early stage as member of core management team to define corporate strategy, product offer, market positioning, and organizational structure. Responsibilities included: capital raising (VCs, Private Equity), strategic planning, and human resources management (8 direct reports).

2000-2001 TICKETINGSOLUTIONS.COM LTD Oxford - UNITED KINGDOM
Multi-national ASP offering e-commerce, m-commerce solutions for ticketing. Voted "Best ASP" at the ISPA Internet Industry awards in 2001.

General Manager - Italy

Managed product localization for Italian market including local bank payment gateway specifications. Designed product sales strategy and structured partnerships (Alitalia, Omnitel). Worked closely with Finance group to create financial models to forecast product profitability.

1996-2000 [OMNITICKET NETWORK \(OTN\)](http://OMNITICKET NETWORK (OTN)) Milan - ITALY; Paris - FRANCE;
Barcelona - SPAIN

Multi-national HW-SW company providing turn-key Ticketing and Access Management solutions and E-commerce to the tourism and leisure industry. Management of ticket distribution channels (internet, call centers, travel agencies) for major leisure centers (Disney World, Universal Studios, Louvre Museum, Eiffel Tour, Roman Museums, etc.)

Director of Sales & Operations – Southern Europe, Middle East & Asia (SEMEA) Region

Promoted to Director after managing key projects in Italy, Spain, Great Britain, USA and China. Recruited and managed 15-person team responsible for sales & marketing, hardware and software installation and configuration, customer training, service and support. Opened new sales and support office in Spain. Instrumental in the M&A and integration of A.C.T (120 employees).

1993-1995 **INSTITUTE FOR SCIENTIFIC AND TECHNOLOGICAL RESEARCH (IRST)** Trento - ITALY

Renowned international center for applied research in artificial intelligence and bioengineering.

Researcher - AI

Assisted with the development of the "central reasoner" for the mobile robot MAIA (Stanford University). Constructed an anthropomorphic model from the processing of nuclear magnetic resonance images (n-MRI) for the medical biophysics group.

EDUCATION:

1987-1993 **UNIVERSITY OF GENOA** Genoa - ITALY

- Master's degree in Electrical Engineering, concentration in Artificial Intelligence. Graduated summa cum laude (110/110, top 1%)

2004-2005 **INSTITUTO DE EMPRESA – BUSINESS SCHOOL** Madrid, other locations

- International Executive **MBA** – (ranked # 1 Executive business school in Europe by the F.T.). Graduated with Honors.

OTHER:

- Languages: Italian (mother tongue); Spanish (fluent); English (fluent); French, Portuguese (fair).
- Active member of First Generation Network (network of Italian entrepreneurs of first generation) and Silicon Valley Italian Executive Council (SVIEC),
- Technology Advisor & Silicon Valley Coordinator to OCCAM/ **UNESCO** for the "Infopoverty" programme and global conference at the UN and the World Bank [2003- 2005].
- Invited professor of Entrepreneurship at Instituto de Empresa Business School (Madrid) [2008-present]