

PERSONAL INFORMATION

Matteo Forte



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PERSONAL STATEMENT

I have passion and desire to shape the future and produce pioneering solutions.

WORK EXPERIENCE

Jan 2018–Present

Partner | CEO

ADPM Drones, Milan (Italy)

Setting strategy and vision; Fund-raising; Relating with current investors and stakeholders; Building culture; Leading the executive team; Setting Marketing & communication strategy.

2014–2017

Partner | Partnership Builder

ADPM Drones, Rome (Italy)

Creation and development of strategic partnerships and relationships with companies, institutions and investors.

Sep 2016–Dec 2017

Co-founder

BeLoud, Ladispoli (Italy)

I mainly dealt with the conception, development and implementation of interactive solutions and communication strategies. I took care of the customer relationships and the team coordination.

Aug 2014–Sep 2016

Communication Designer, Social Media Specialist

Freelance (Italy)

I worked at the creation and implementation of communication strategies for companies, institutions and public figures also working as a consultant for important agencies like Carosellolab and Institutions such as Palazzo Spinelli. Among the others, I was involved in the design and implementation of marketing and communication strategies for Kuwait Petroleum SPA and Vatican City.

Apr 2015–May 2015

Intern

Centrica - Imagine More, Florence (Italy)

I was involved in the implementation of the following projects:

- Photographic campaign "Luoghi inaccessibili" [Inaccessible places] at Palazzo Vecchio (assistant photographer + post-production);
- Design of the graphical interface for the totem used to showcase the "Inaccessible places" of Palazzo Vecchio;
- Multimedia exhibition: concept, design, presentation material, advertising strategy (online and offline);
- Preparation of the call for tender in the ICT sector for cultural heritage (multimedia installations and control system of the installations);
- Preparation of the business newsletter.

2010–2014 Graphic & Multimedia Designer

Freelance (Italy)

I collaborated with several companies and agencies to create brands, arrange page layouts, websites, motion-graphics and advertising campaigns.

2012–2013 Deputy General Director

Etruria Eco Festival, Cerveteri (Italy)

This yearly event takes place on the Etruscan coast, few kilometers away from Rome. Some of the artists who showcased in the past festival editions are: Caparezza, Alex Britti, Daniele Silvestri, Mario Biondi, Eugenio Finardi, Antonella Ruggiero, Max Gazzè, Simone Cristicchi, Modena City Ramblers, Mannarino, Paolo Belli, Piotta, Radici Nel Cemento, Meganoidi, Velvet.

Aug 2009–2013 President

VoiceOver Network, Ladispoli (RM) (Italy)

- Managed and organized the staff (more than 60 people);
- Supervised the programming schedule and the time signal of the web radio;
- Managed the budget plan, the team activities and the content creation for the VoiceOver magazine;
- Organized training courses, events and press conferences;
- Conceived ideas to develop and grow the brand, establish partnerships with institutions and private companies.

Oct 2011–Mar 2013 Teaching Assistant

Private Academy of Visual Graphics and Communication, Rome (Italy)

The course in Advertising Graphic Design lasts three academic years and joins theory with practice. The learning plan is divided in large thematic areas: Visual culture, Semiotics, Morphology and Psychology of the Form, Photography, Colour, Lettering, Design, Computer (Adobe Suite mostly), Systems of Signs, Poligraphic Technology, Communication, Visualising, Management e Cultural Seminars.

Jan 2013–May 2013 Publisher, Owner

terzobinario.it, Ladispoli (Italy)

I collaborated during the start-up phase of the project and helped out to build the team who managed the portal. I also carried out most of the needed bureaucratic procedures.

Oct 2010–Mar 2011 Publishing Graphic Designer

IIPunto Magazine, Roma (Italy)

Built the frame and designed the graphic plan. Arranged the page layout, the advertising spaces and images.

2007–2008 Managerial staff - Volunteer Service

U.N.P.L.I. - National Association of Community Centres of Italy, Ladispoli (Italy)

Events organization (meetings, committees, national exhibitions), internet websites management and maintenance, image editing. Images, project drafting and implementation.

EDUCATION AND TRAINING**2017–2018 IOT and Industry 4.0 management in the era of Digital Transformation**

Executive Master

Luiss Business School, Rome (Italy)

Business strategy and digital innovation; IoT and Industry 4.0: history, technologies, applications (energy, building, logistics, automotive), value creation; Cyber security & risk management; Law and IoT: Policies, privacy, intellectual property; Digital transformation and change management; Design Thinking.

Jul 2016 **Artefacts from the Future** EQF level 7

Copenhagen Institute of Interaction Design, Copenhagen (Denmark)

Summer School. Learn how to evaluate technology and engage in future casting. Gain practical skills in idea generation, storytelling and critical thinking methods. Keywords: futurecasting, concept generation, storytelling, visual design, user-centered design, scenario building.

2014–2015 **MsC in ICT for the Cultural Heritage || Qualified Technician in Cultural Heritage Enhancement for business companies and the territory** EQF level 7

Palazzo Spinelli, Florence (Italy)

Grade: 100/100

Aim of the Master is to train professionals who are able to understand the issues related to the possible and sustainable promotion of the cultural heritage and, at the same, properly use advanced digital technologies in the museums when communicating and promoting the cultural heritage. Therefore, the Master course aims at developing the main technologic competencies needed for an heritage promoter nowadays. To do so, the studying plan includes subjects focused on the cultural specific aspects of the sector.

2011–2014 **Bachelor's degree in Industrial Design** EQF level 6

University of Rome - La Sapienza, Rome (Italy)

Grade: 107/110

Acquiring the cultural, methodological, scientific and technical elements at the basis of the project culture represents an essential goal for the education of the graduate in Industrial Design. The teachings, the projects, the internship and the whole training activities involved in the three years are aimed at forming a technical professional able to deal with several issues up to a level of medium complexity. Specifically able to:

- carry out the project activities which focus on the definition of an artifact, from the observation of the context, to the creation of the concept, to the project development and the production;
- carry out project activities in the interior, exhibition and public design sectors;
- carry out technical projects related to graphic design and visual multimedia communication, drafting communication proposals, controlling languages, tools and technologies.

2008–2011 **Three-year specialized vocational training || Graphic Design and Visual Communication** EQF level 6

Scuola Internazionale di Comics, Roma (Italy)

Grade: 30/30 with honours

The course in Advertising Graphic Design explores the creative processes applied in all fields of visual communication. Aim of the course is to train a professional who, by learning techniques, "languages" and applications, can manage every single aspect of planning and finalizing advertisements, editorial projects, videographics and packaging.

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1
Certificate in Advanced English (C1) - Cambridge English Language Assessment Level 7 - British School Group					
French	A1	A2	A1	A1	A1
High School Diploma with concentration on Science and Languages					
Spanish	A1	A2	A1	A1	A1
High School Diploma with concentration on Science and Languages					

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

I'm a good listener and I learnt to pay attention to nonverbal communication. I'm proud of being defined by colleagues, partners and clients as direct and clear. I always maintain an open mind towards my interlocutor with empathy and respect. I delivered a number of public presentations with some success and I'm able to manage almost every communication channel in a professional way.

Organisational / managerial skills

Thanks to my professional experience I learned how to keep tasks, deliverables, and projects under control so that business operations can flow smoothly. My time management skills always allowed me to bring on different activities at the same time. I'm currently coordinating various teams working on different projects, clients and prospects. This also requires a strong mental organization: I'm used to work with data, develop and measure strategies and present the results through reports and presentations.

Job-related skills

- Ability to work under pressure
- Analyzing data
- Budgeting
- Business communication skills
- Coaching skills
- Communicating with young or old people
- Conflict resolution
- Envisioning solutions or ideas
- Goal setting
- Handling money
- Knowledge of government affairs
- Negotiating skills
- Promoting products, events and ideas

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

MacOS, iOS - Professional User Adobe Suite - Professional User Microsoft Windows - Professional User Microsoft Office - Professional User Linux - Basic user
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I'm able to use at a professional level the majority of the softwares included in the Adobe and Office suites and I have a deep knowledge of both Mac and PC operating systems. I know how to handle the basics of a few cryptographic applications and I have a basic understanding of the hardware that allow me to solve basic problems.

- Other skills**
- I played basketball for over ten years
 - I'm a passionate reader, trying to read at least two books every month

Driving licence B

ADDITIONAL INFORMATION

- Honours and awards**
- 2018: Featured on the "Italian Book of Innovation" (C. Seganfreddo) edited by Rizzoli
 - 2017: Selected as one of the 100 Fellow for the Young Transatlantic Innovation Leaders Initiative Fellowship (U.S. Department of State - German Marshall Fund);
 - 2014: Winner of the public call for tender "Torno Subito" with the project "Interactive Design for Cultural Heritage" (Regione Lazio);
 - 2013: Winner of the scholarship for the professional course "Web Marketing, SEO, SMM" (Studio Samo);
 - 2013: Formal public praise for the important contribution of the Youth City Council, which I used to lead, gave to raising funds and materials on the occasion of the earthquake in Abruzzo of 2009 (Ladispoli City Government)
 - 2008: Winner of the merit scholarship in Graphic Design and Visual Communication (International School of Comics - SIDC)

- Courses**
- Python & Machine Learning @ Fablab Rome
 - Course held by Noidealab e Fusolab – Interactive and Multimedia Installations
 - Hardware Class Roma 2016 by Industrio @ Luiss Enlabs
 - Openlab 4 Europe @ BIC Lazio
 - Pitching Techniques @ BIC Lazio & Startup Syndicate
 - Training course in Web marketing, SEO, SMM
 - Workshop held by Eidos Communication in political communication
 - Training course in Ninja Marketing on Facebook Advanced Marketing
 - Training course of basic photography – Giallolimone
 - Facebook Superadvanced – Advanced Facebook marketing
 - diecicose - The web in practice

- Certifications**
- Qualified Technician in Cultural Heritage Enhancement for business companies and the territory
 - Authority: Tuscany Region (Italy)

- Conferences**
- I delivered a number of public presentations on the impact of UAVs and digital on our society, such as:
 - "Drones and startup projects: a story of blood and tears" - PMExpo 2016 - Italian Institute of Project Management
 - "Was it better, before? The impact of digital on fake news and post-truth" - Journalist Association of Lazio
 - I've also conducted product demonstrations during several events and occasions, such as Startup Grind 2017 (San Francisco) GITEX 2016 (Dubai) and Cisco Live 2016 (Las Vegas). I've been a guest

at "I Fatti vostri", live on Rai2, in December 2016.